

**APPENDIX D:
SUGAR LAND PARKS, RECREATION, & OPEN SPACE
NEEDS ASSESSMENT SURVEY FINDINGS REPORT**



Sugar Land Parks, Recreation, & Open Space Needs Assessment Survey

...helping organizations make better decisions since 1982

Findings
Report

Submitted to Sugar Land, Texas by:

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Contents

Executive Summary	i
Charts and Graphs	1
Priority Investment Rating.....	22
Benchmarking Analysis	30
Tabular Data	36
Survey Instrument	99

The City of Sugar Land Parks, Recreation, & Open Space Needs Assessment Survey

Executive Summary

Overview

ETC Institute administered a needs assessment survey for the City of Sugar Land during the summer of 2016. The survey was administered as part of the City's efforts to plan the future for parks and recreation opportunities. The survey and its results will guide the City of Sugar Land in making improvements to the City's existing and future parks, trails, and recreational programs to best serve the needs of residents. The survey will also help the City establish priorities for the future improvement of Parks, Recreation and Forestry facilities, programs and services within the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Sugar Land. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at www.SugarLandParksSurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Sugar Land from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 402 residents completing the survey. The overall results for the sample of 402 households have a precision of at least +/-4.9% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing the City's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized below and on the following pages.

Overall Facility Use

Overall Use: Seventy-seven percent (77%) of households surveyed indicated they had visited any of the City of Sugar Land parks, rented a recreational facility, or attended an event at a City facility during the past 12 months. The three most visited parks were Town Square Plaza, Sugar Land Memorial Park and Brazos River Corridor, and Oyster Creek Park and Trail.

Program Participation and Ratings

Overall Participation: Sixteen percent (16%) of households surveyed indicated that they had participated in the City of Sugar Land recreation programs during the past 12 months.

Use: When asked how many different recreation programs or activities their household have participated in 41% of respondents who had participated in a program within the past 12 months indicated they participated in at least one program, 51% participated in 2-3 programs, 5% participated in 4-6 programs, and 3% participated in 11 or more programs. Over half (65%) of respondents indicated they reason they participate is because of the location of the program facility, 50% indicated it was the cost of the program or activity, and 33% indicated it was because of the quality of the program facility. Respondents were then asked to indicate the number of special events they participated in during the past 12 months. Twenty-seven (27%) of respondents indicated they participated in one event, 35% in two events, 18% in three events, 6% in four events, and 3% in five or more events.

Organizations and Facilities Used for Parks and Recreation Programs and Cultural Facilities

Over one-third of respondents (36%) indicated their household uses the City of Sugar Land Parks and Recreation Department for parks and recreation programs and cultural facilities. The top three organizations, not including the City of Sugar Land, households use most often include: homeowners association park and recreation (31%), Fort Bend Independent School District (FBISD) (25%), and the Houston Museum of Natural Science in Sugar Land (22%).

Respondents were then asked to indicate, based on four age groups, which two organizations and facilities their household uses the most often. The City of Sugar Land Parks and Recreation Department and private youth sports leagues were the most used organizations for household members ages 11 and younger. The Fort Bend Independent School District (FBISD) and the City of Sugar Land Parks and Recreation Department were the most used organizations for household members ages 12 to 17. The City of Sugar Land Parks and Recreation Department and private clubs were the most used organizations for household members ages 18-54. The City of Sugar Land Parks and Recreation Department and homeowners association park and recreation were the most used organizations for household members ages 55 and over.

When respondents were asked to compare parks in Sugar Land with other cities over half (63%) of respondents indicated they were either “much better” (26%) or “better” (37%). Only 5% said “worse”, and no respondents indicated they were “much worse”.

Barriers to Park, Facility and Program Usage

Respondents were asked from a list of 17 potential reasons to identify what prevents them from using outdoor parks, indoor recreation centers and programs offered by the City of Sugar Land Parks and Recreation Department more often. The top four reasons selected were: lack of time (44%), lack of awareness about programs (29%), I'm interested, but have not explored yet (28%), and use services from other providers (11%).

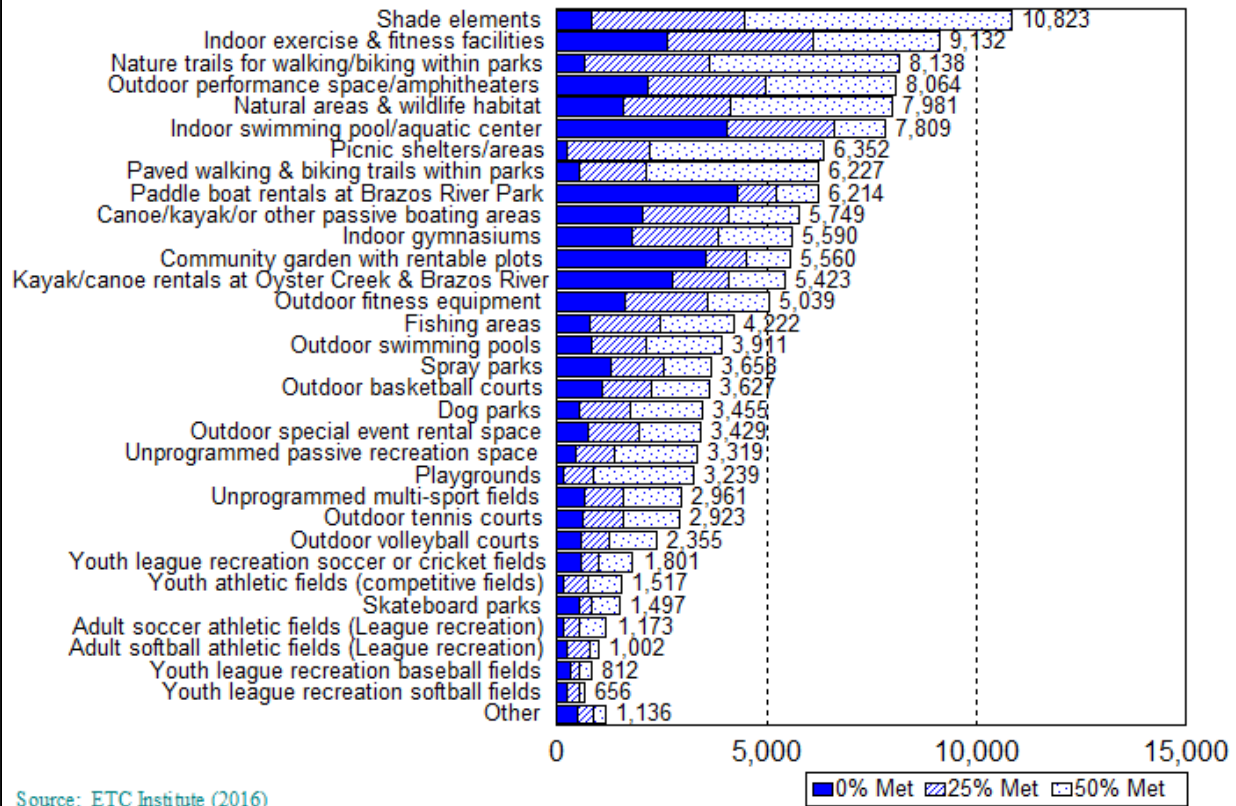
Facility Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 32 recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The three recreation facilities with the highest percentage of households that indicated a need for the facility were: paved walking and biking trails within parks (74%), nature trails for walking and biking within parks (65%), and shade elements (61%). When ETC Institute analyzed the needs in the community, only one facility, paved walking and biking trails within parks, had a need that affected more than 20,000 households. ETC Institute estimates a total of 10,823 of the 28,392 households in the City of Sugar Land have unmet needs for shade elements. The estimated number of households that have unmet needs for each of the 32 facilities that were assessed is shown in the table on the following page.

Q8-3. Estimated Number of Households Whose Needs for Facilities Are Being Met 50% or Less

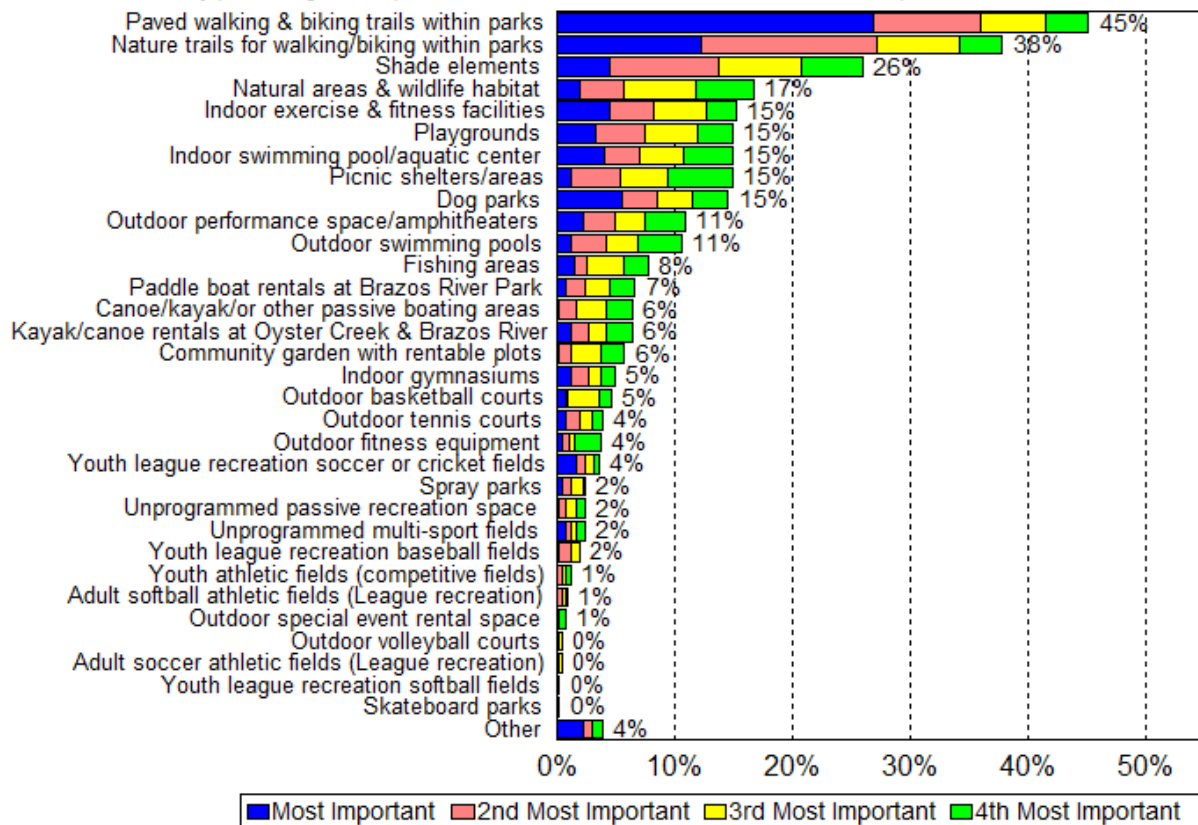
by number of households based on 28,392 households in Sugar Land



Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, the three most important facilities to residents were: paved walking and biking trails within parks (45%), nature trails for walking and biking within parks (38%), and shade elements (26%). The percentage of residents who selected each facility as one of their top four choices is shown in the chart at the top of the following page.

Q9. Facilities That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

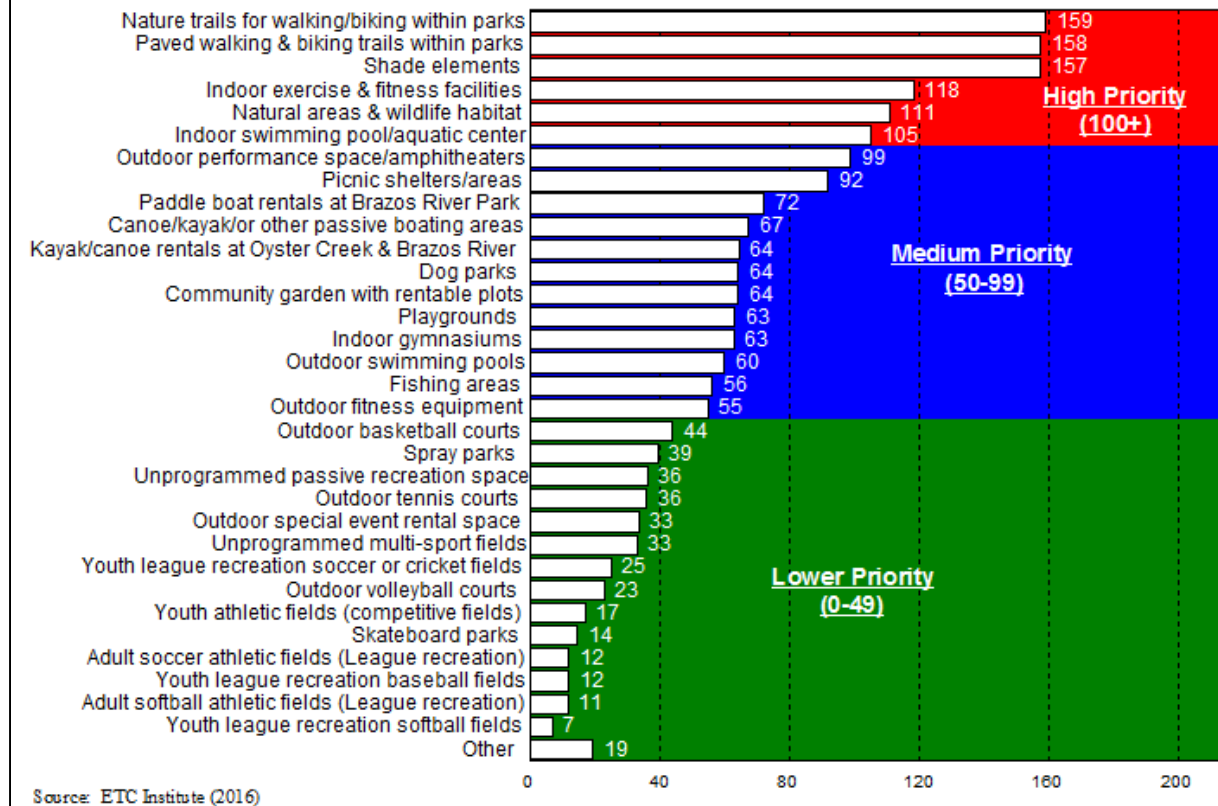
Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks, Recreation and Forestry investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following six facilities were rated as high priorities for investment:

- Nature trails for walking and biking within parks (PIR=159)
- Paved walking and biking trails within parks (PIR=158)
- Shade elements (PIR=157)
- Indoor exercise and fitness facilities (PIR=118)
- Natural areas and wildlife habitat (PIR=111)
- Indoor swimming pool/aquatic center (PIR=105)

The chart on the following page shows the Priority Investment Rating for each of the 32 facilities/amenities that were assessed on the survey.

Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating



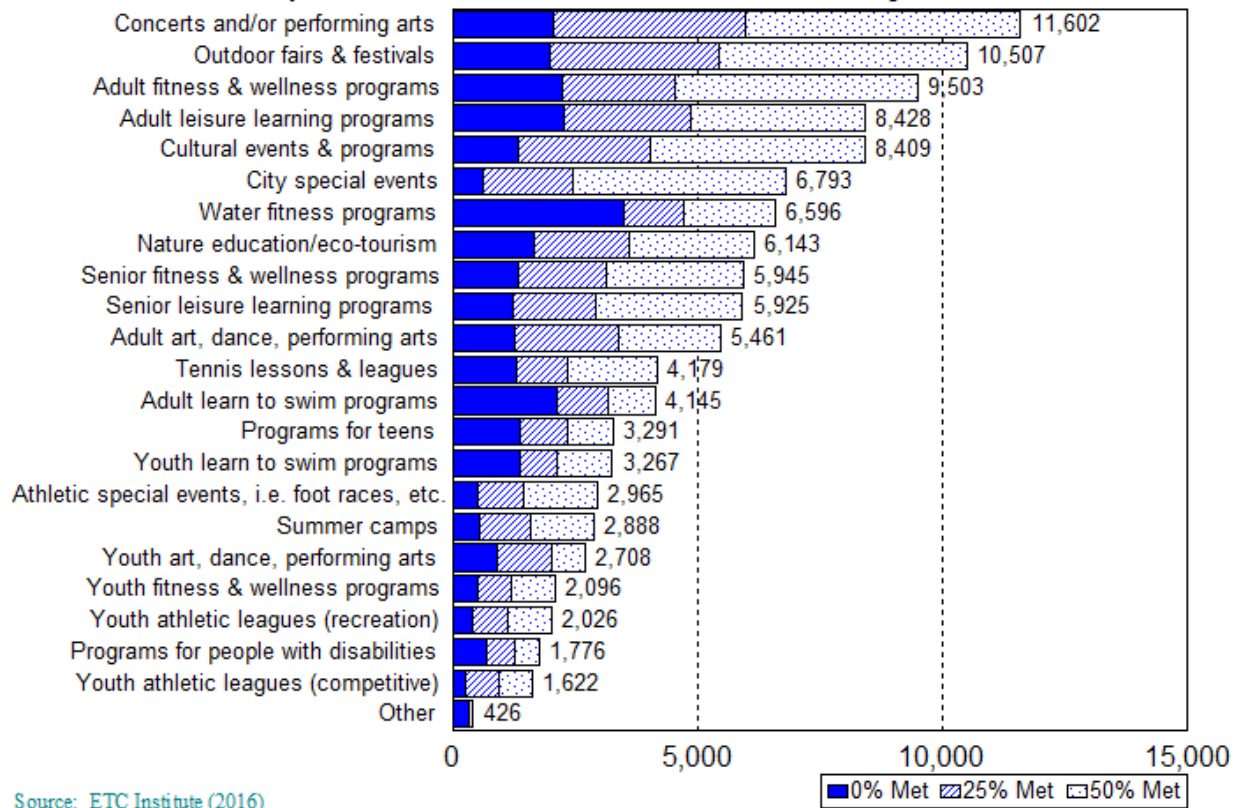
Programming Needs and Priorities

Programming Needs. Respondents were also asked to identify if their household had a need for 22 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The three programs with the highest percentage of households that had needs were: concerts and/or performing arts (55%), outdoor fairs and festivals (55%), and city special events (44%). In addition to having the highest total need, the top two programs also have the highest unmet need among the 22 programming-related areas that were assessed. ETC Institute estimates a total of 11,602 households have unmet needs for concerts and/or performing arts and 10,507 households have unmet needs for outdoor fairs and festivals. The estimated number of households that have unmet needs for each of the 22 programs that were assessed is shown in the chart at the top of the following page.

Q10-3. Estimated Number of Households Whose Needs for Programs Are Being Met 50% or Less

by number of households based on 28,392 households in Sugar Land

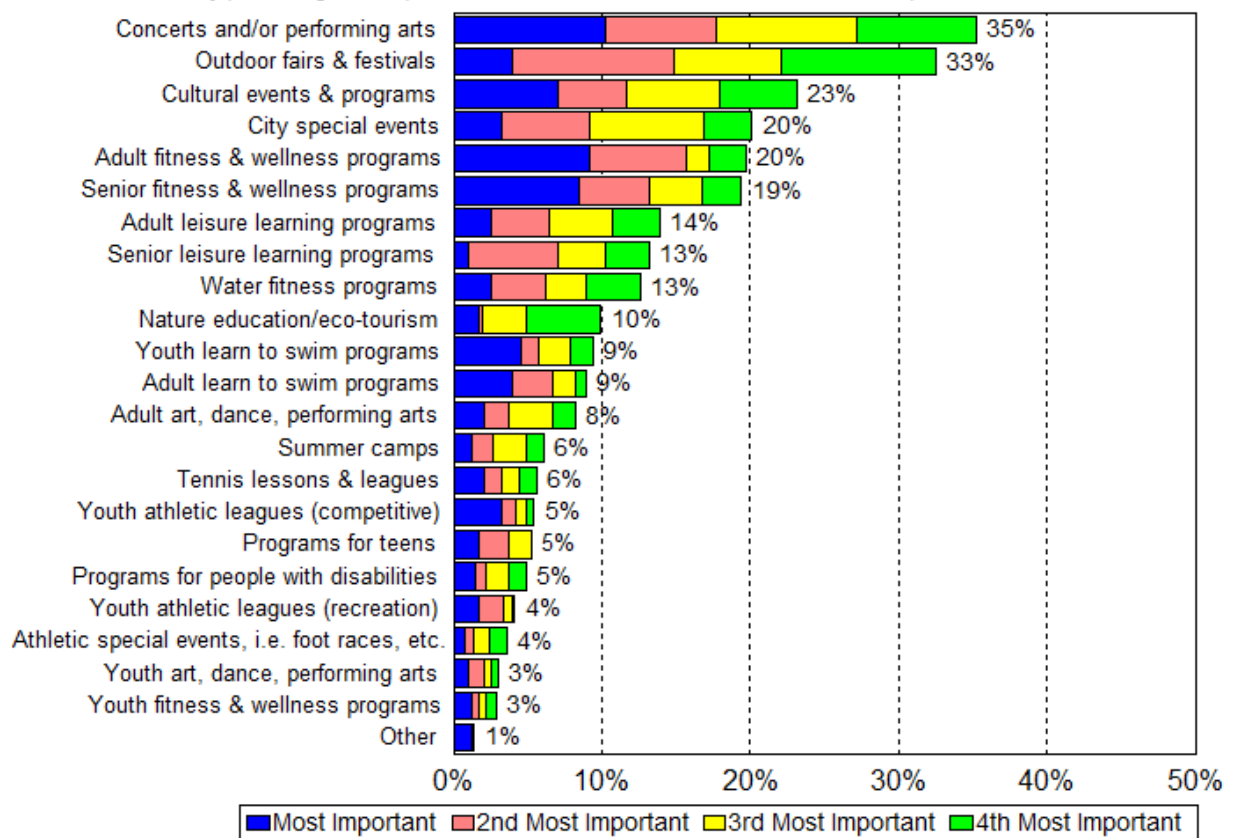


Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program. Based on the sum of respondents' top four choices, the three most important programs to residents were: concerts and/or performing arts (35%), outdoor fairs and festivals (33%), cultural events and programs (23%).

The percentage of residents who selected each program as one of their top four choices is shown in the table at the top of the following page.

Q11. Programs That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



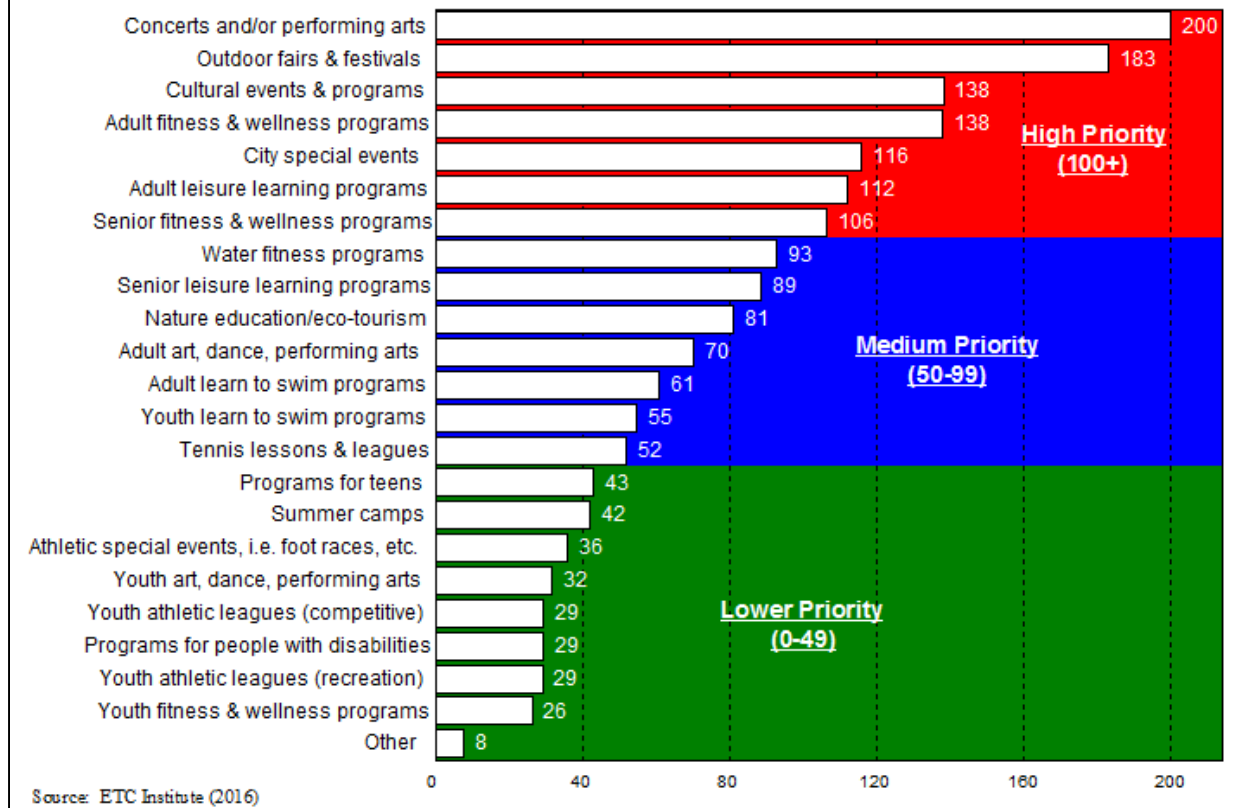
Source: ETC Institute (2016)

Priorities for Programming Investments. Based the priority investment rating (PIR), which was described briefly on page v of this Executive Summary and is described in more detail in Section 2 of this report, the following seven programs were rated as “high priorities” for investment:

- Concerts and/or performing arts (PIR=200)
- Outdoor fairs and festivals (PIR=183)
- Cultural events and programs (PIR=138)
- Adult fitness and wellness programs (PIR=138)
- City special events (PIR=116)
- Adult leisure learning programs (PIR=112)
- Senior fitness and wellness programs (PIR=106)

The chart on the following page shows the Priority Investment Rating (PIR) for each of the 22 programs that were rated.

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Additional Findings

The City of Sugar Land asked its residents to rate their level of support on various actions the City could take. The top three actions which received the highest percentage of “very important” and “important” responses include: upgrade existing neighborhood parks, playgrounds, shelters, etc. (74%), develop additional walking and biking trails within parks (68%), and work to increase the amount of public open space and natural areas (65%). The action that received the lowest level of support was upgrading the existing skate park (22%).

The three items which received the highest level of priority from respondents, based on the sum of their top four choices include: upgrade existing neighborhood parks, playgrounds, shelters, etc. (37%), further develop Brazos River Park (30%, and develop additional walking and biking trails within parks.

The City of Sugar Land has several large tracts of land that are located in or near sensitive natural resources and are intended to be developed with more nature-based passive recreation. These properties include Brazos River Park, Gannoway Park, and Cullinan Park. With this in mind, respondents were asked to indicate how important they believe a list of amenities are that could be developed on the above mentioned properties. Based on the sum of “very important” and “important” responses the three most important facilities or amenities include: trailheads with

parking, shade, picnic areas, pavilions, and restrooms (78%), natural-surface trails (77%), and paved walking and biking trails (75%).

The City of Sugar Land also owns a 65-acre undeveloped community park property. The public property is located on the edge of the Telfair development and includes a historic prison cemetery. With this in mind, respondents were asked to indicate how important they believe a list of amenities are that could be developed at the community park. The three most supported facilities or amenities include: picnic shelters, pavilions, and restrooms (74%), pedestrian and bicycle connections to City trail system and nearby areas (69%), and the development of perimeter loop and trails (63%).

In order to meet the needs of its growing population, the Parks and Recreation Department may require additional funding. Respondents were asked to indicate their level of support with five financing strategies that would increase the amount of funding available to the parks and recreation department. Increasing the department's annual budget through General Fund reallocation received the most support, increasing fees for athletic league use of City facilities was second, increasing fees for those who participate in recreation programming was third, increasing rental and membership fees for park facilities was fourth, and raising funds for new signature facilities through bond initiatives received the lowest amount of support.

The City of Sugar Land Parks and Recreation Department continues to add additional interior loop trails within the City parks. In order to take a resident-driven approach to continued develop they asked respondents to rate the importance of 12 different trail-related design elements or amenities. The three most important elements or amenities include: access to restrooms, shade opportunities (trees or structures), and lighting.

Conclusions and Recommendations

When analyzing the programs offered by the City of Sugar Land Parks and Recreation Department the same item was the most important to respondent's households and had the highest level of unmet need. Focusing on adding concerts and/or performing arts programs within the district would provide the greatest benefit for the largest number of residents within the City of Sugar Land. Nature trails for walking and biking within parks is one of the top three most needed amenities and was also in the top three for unmet need. Focusing on this amenity will give the City the opportunity to provide the greatest benefit for the largest number of residents.

In order to ensure that the City of Sugar Land continues to meet the needs and expectations of the community, ETC Institute recommends that the Parks, Recreation and Forestry Department sustain and/or improve the performance in areas that were identified as "high priorities" by the Priority Investment Rating (PIR). The facilities and programs with the highest PIR ratings are listed below.

Facility Priorities

- Nature trails for walking and biking within parks (PIR=159)
- Paved walking and biking trails within parks (PIR=158)
- Shade elements (PIR=157)
- Indoor exercise and fitness facilities (PIR=118)

- Natural areas and wildlife habitat (PIR=111)
- Indoor swimming pool/aquatic center (PIR=105)

Programming Priorities

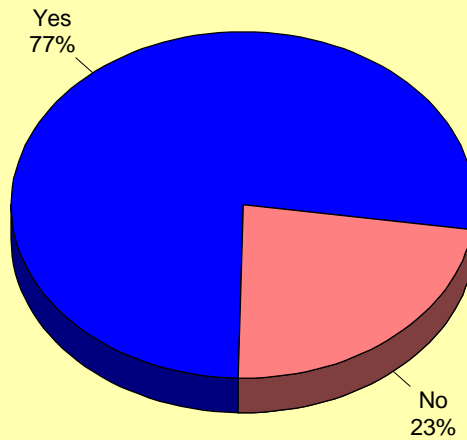
- Concerts and/or performing arts (PIR=200)
- Outdoor fairs and festivals (PIR=183)
- Cultural events and programs (PIR=138)
- Adult fitness and wellness programs (PIR=138)
- City special events (PIR=116)
- Adult leisure learning programs (PIR=112)
- Senior fitness and wellness programs (PIR=106)

Section 1

Charts and Graphs

Q1. In the Past 12 Months, Have You or Members of Your Household Used a Park, Rented a Recreational Facility, or Attended an Event at a City Facility?

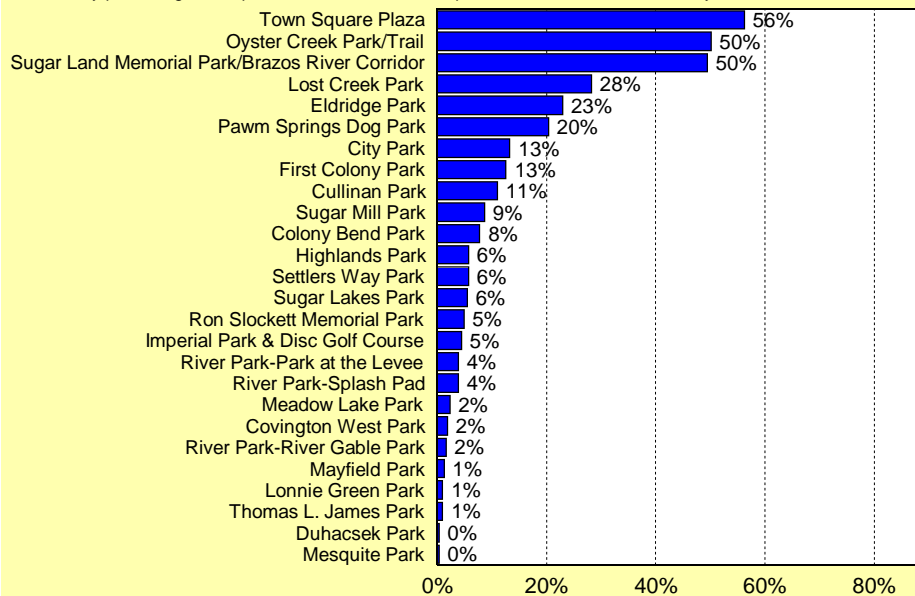
by percentage of respondents



Source: ETC Institute (2016)

Q1a. Sugar Land City Parks and/or Recreation Facilities Respondents Have Visited

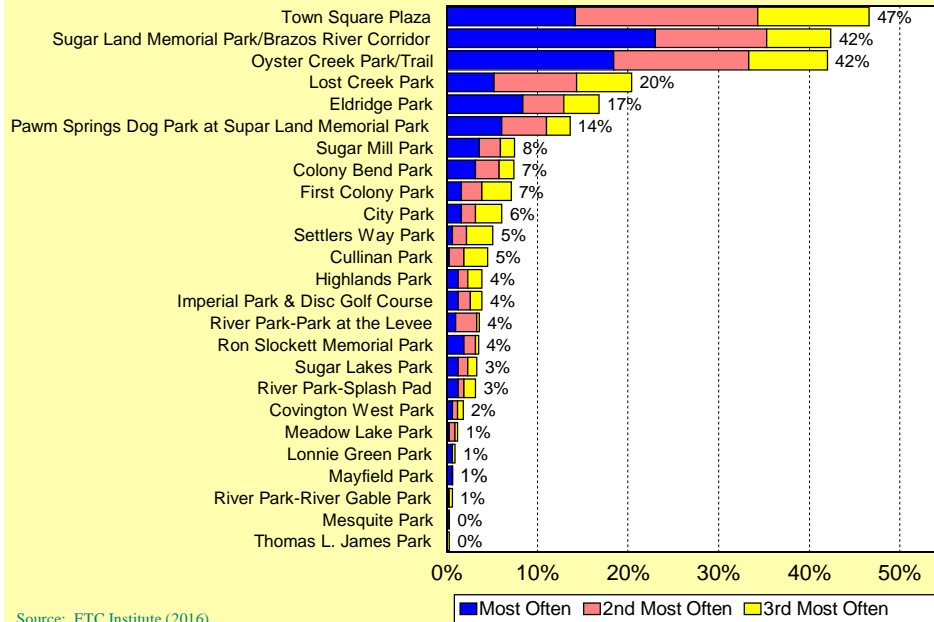
by percentage of respondents who have used a park, rented a recreational facility or attended an event



Source: ETC Institute (2016)

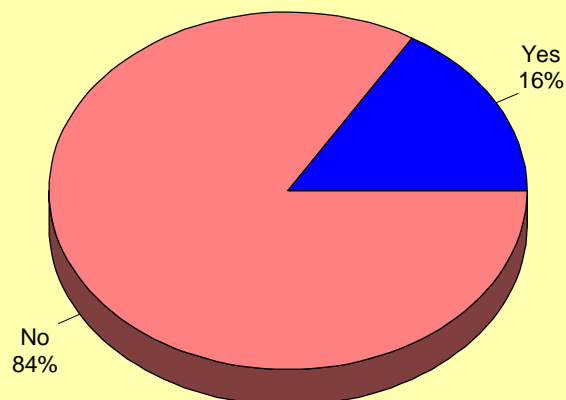
Q1b. Parks/Open Spaces Households Have Visited Most Often

by percentage of respondents who selected the items as one of their top three choices



Q2. Have You or Members of Your Households Participated in Any Recreation Programs or Special Events During the Past 12 Months?

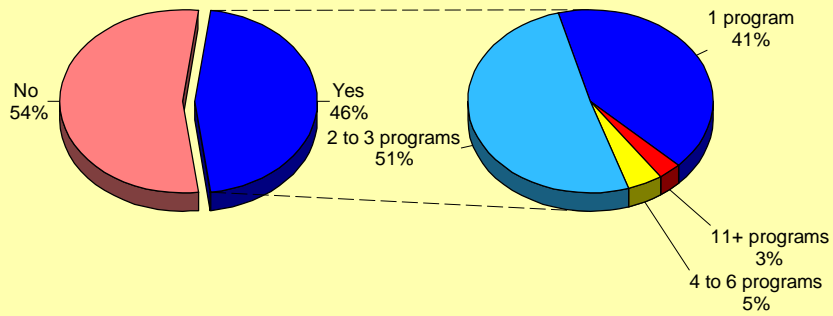
by percentage of respondents



Q2. Have You or Members of Your Households Participated in Any Recreation Programs or Special Events During the Past 12 Months?

by percentage of respondents

Q2a. Approximately how many different recreation programs have you participated in over the past 12 months?

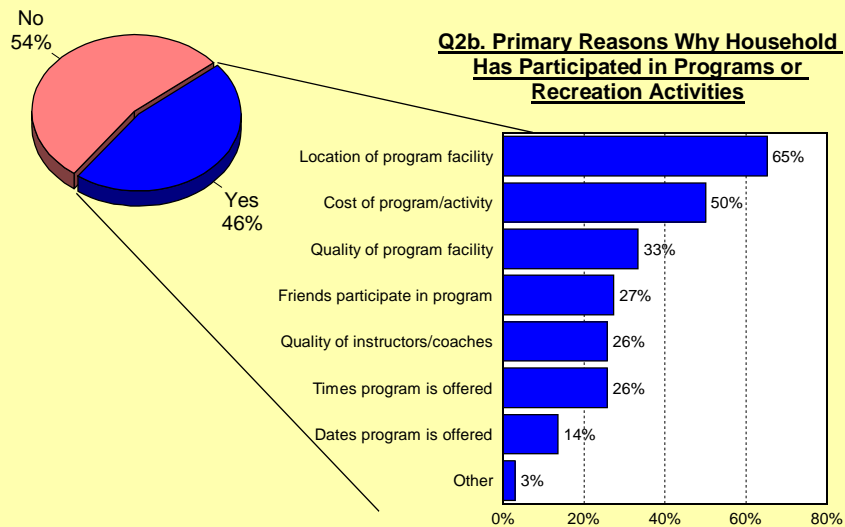


Source: ETC Institute (2016)

Q2. Have You or Members of Your Households Participated in Any Recreation Programs or Special Events During the Past 12 Months?

by percentage of respondents

Q2b. Primary Reasons Why Household Has Participated in Programs or Recreation Activities

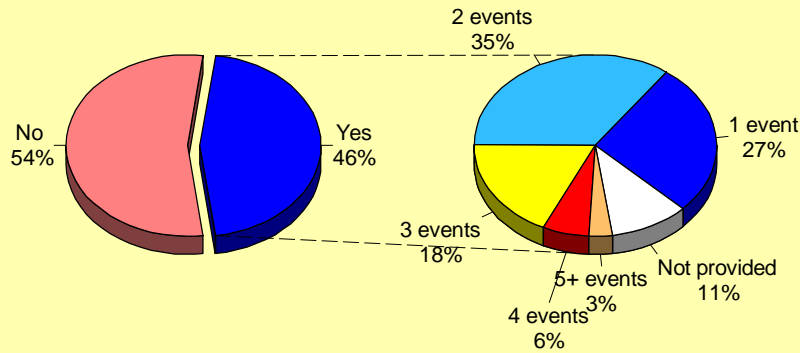


Source: ETC Institute (2016)

Q2. Have You or Members of Your Households Participated in Any Recreation Programs or Special Events During the Past 12 Months?

by percentage of respondents

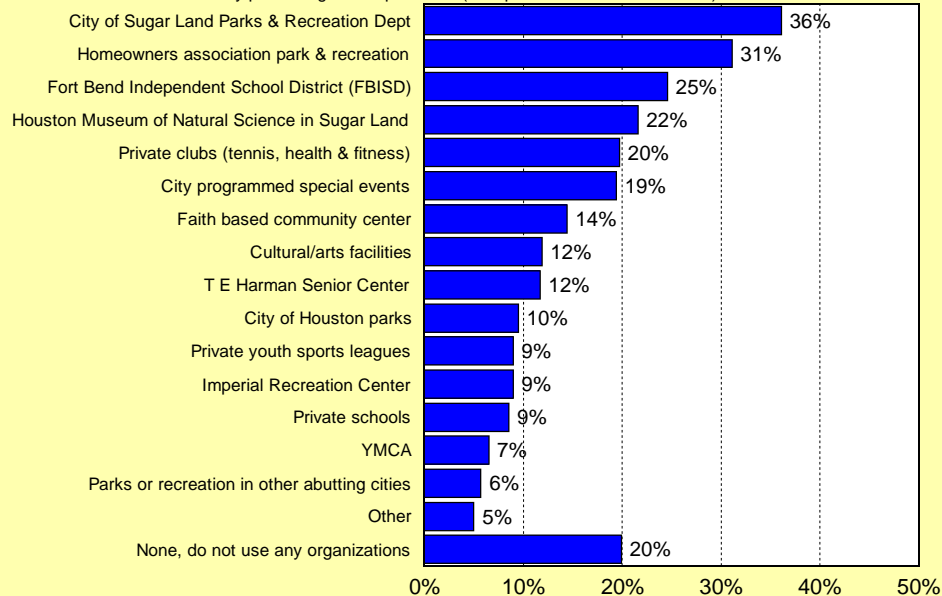
Q2c. Approximately how many different special events have you or members of your household participated in over the past 12 months?



Source: ETC Institute (2016)

Q3. Organizations and Facilities Use for Parks and Recreation Programs and Cultural Facilities

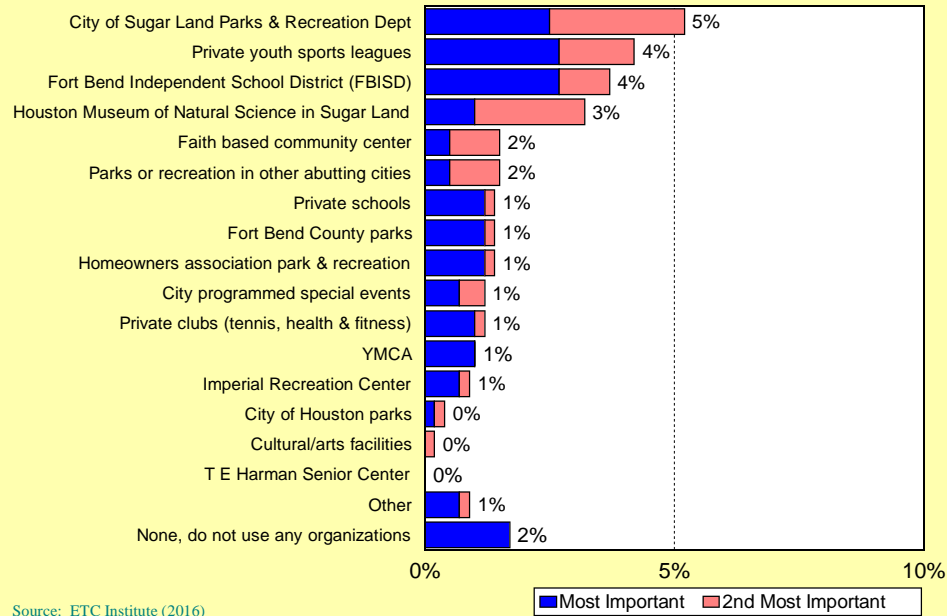
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

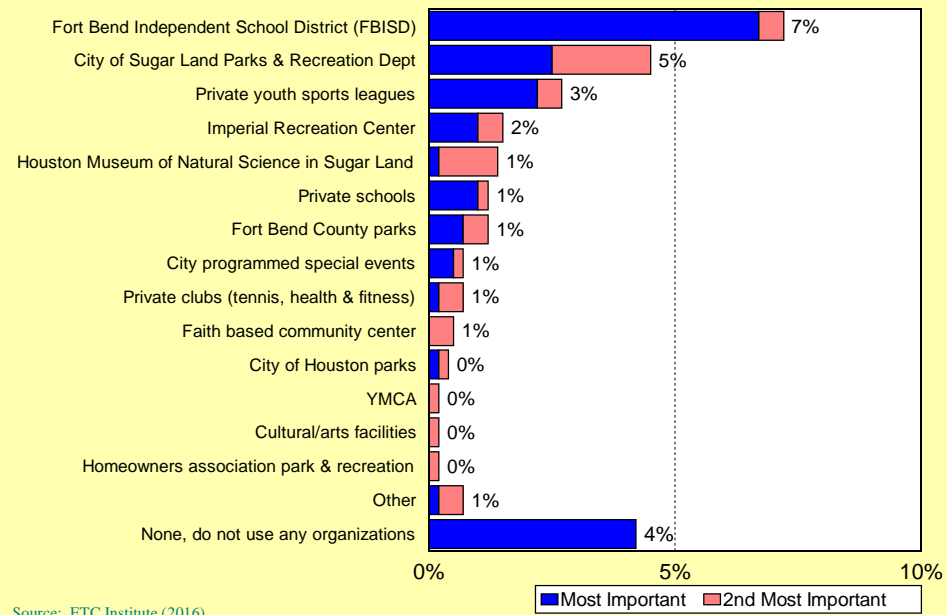
Q4. Organizations and Facilities Household Members Ages 0 to 11 Years Use Most

by percentage of respondent households that selected the item as one of their top two choices



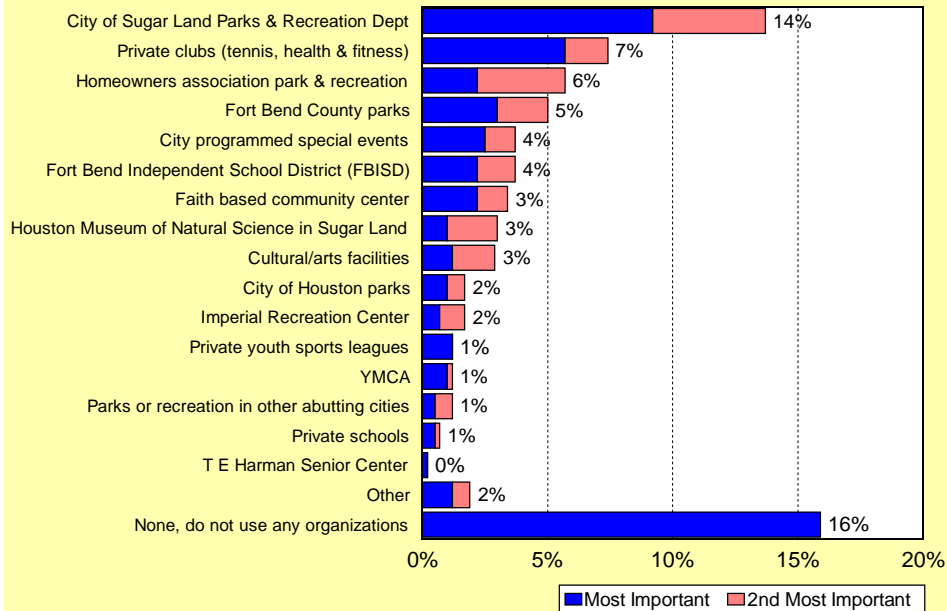
Q4. Organizations and Facilities Household Members Ages 12 to 17 Years Use Most

by percentage of respondent households that selected the item as one of their top two choices



Q4. Organizations and Facilities Household Members Ages 18 to 54 Years Use Most

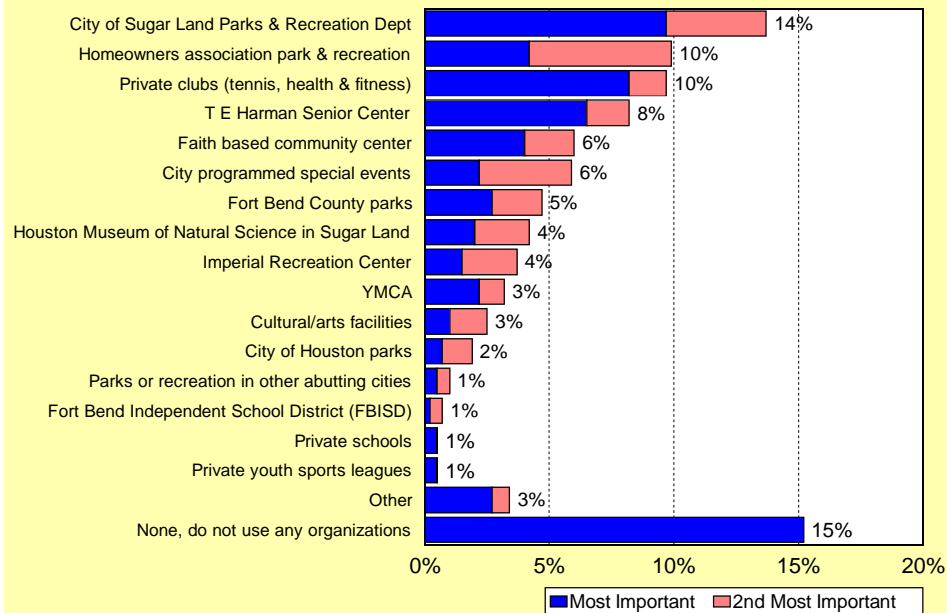
by percentage of respondent households that selected the item as one of their top two choices



Source: ETC Institute (2016)

Q4. Organizations and Facilities Household Members Ages 55 and Older Years Use Most

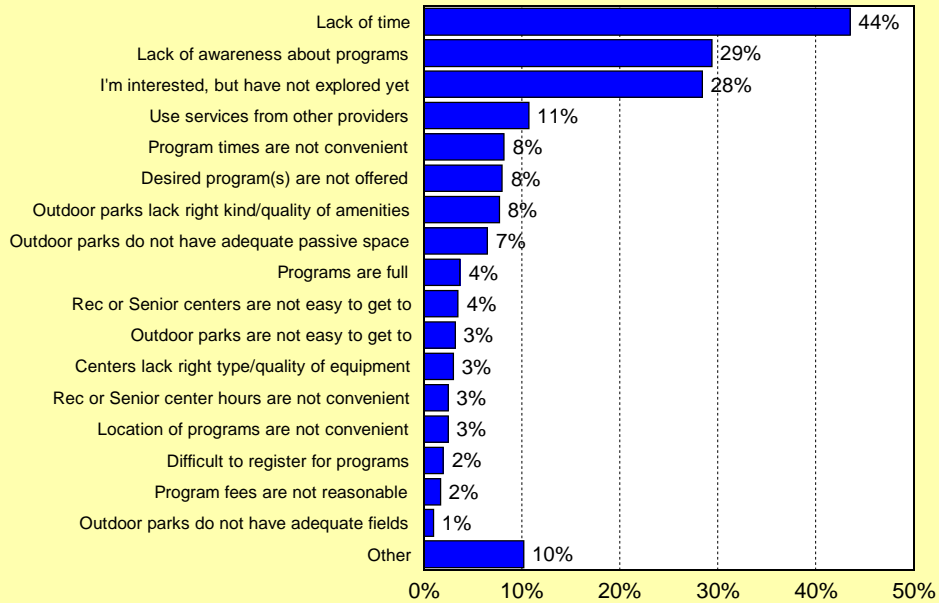
by percentage of respondent households that selected the item as one of their top two choices



Source: ETC Institute (2016)

Q5. Reasons Preventing Households From Using Outdoor Parks, Indoor Recreation Centers and Programs More Often

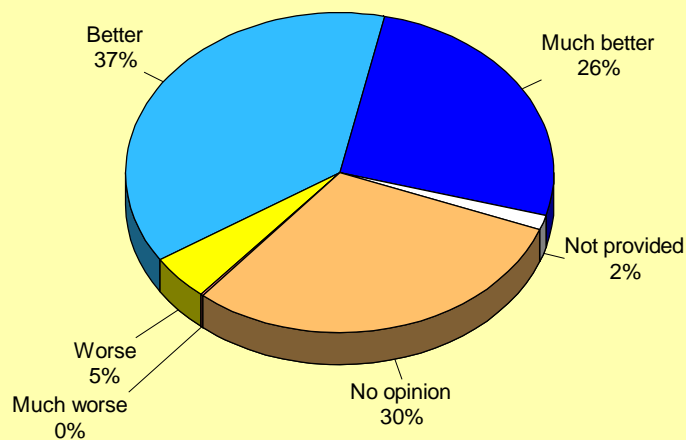
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q6. In Thinking About Parks in Sugar Land, How Would You Compare Them With Other Cities With Which You Are Familiar?

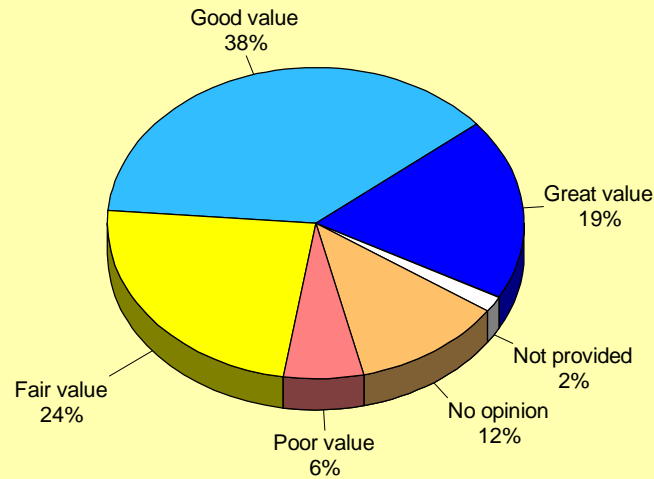
by percentage of households



Source: ETC Institute (2016)

Q7. Based on Your Experience to Date, Would You Say That For the Money You Pay, the Services the City of Sugar Land Parks and Recreation Department are:

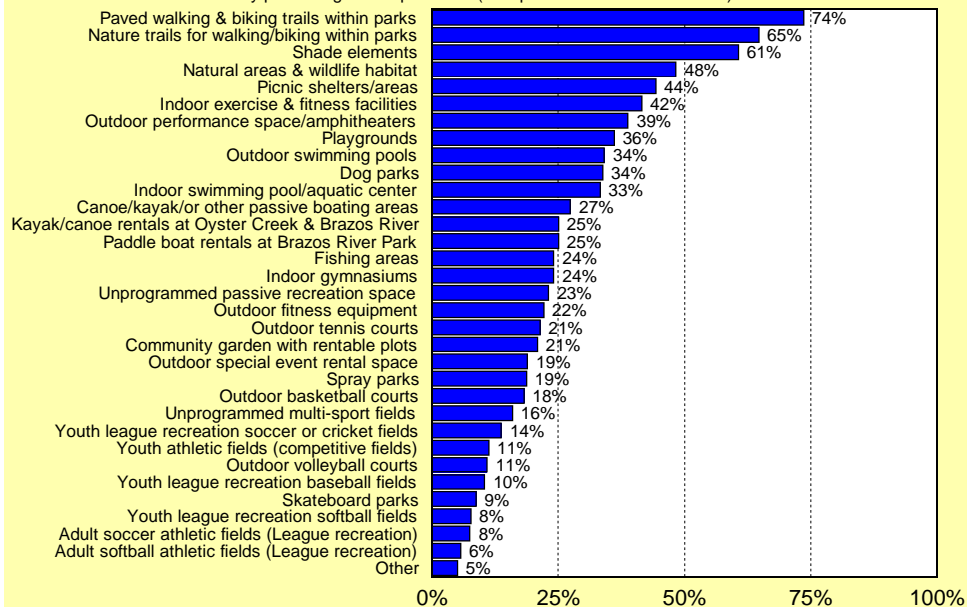
by percentage of households



Source: ETC Institute (2016)

Q8. Parks, Trails or Recreation Facilities Respondent Households Have a Need For

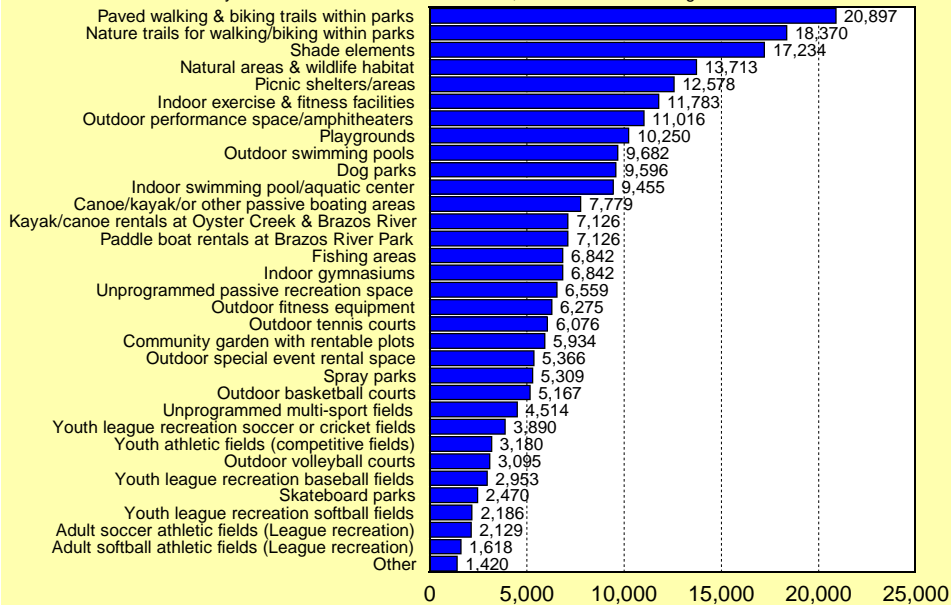
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q8-1. Estimated Number of Households That Have a Need for Various Parks, Trails, or Recreation Facilities

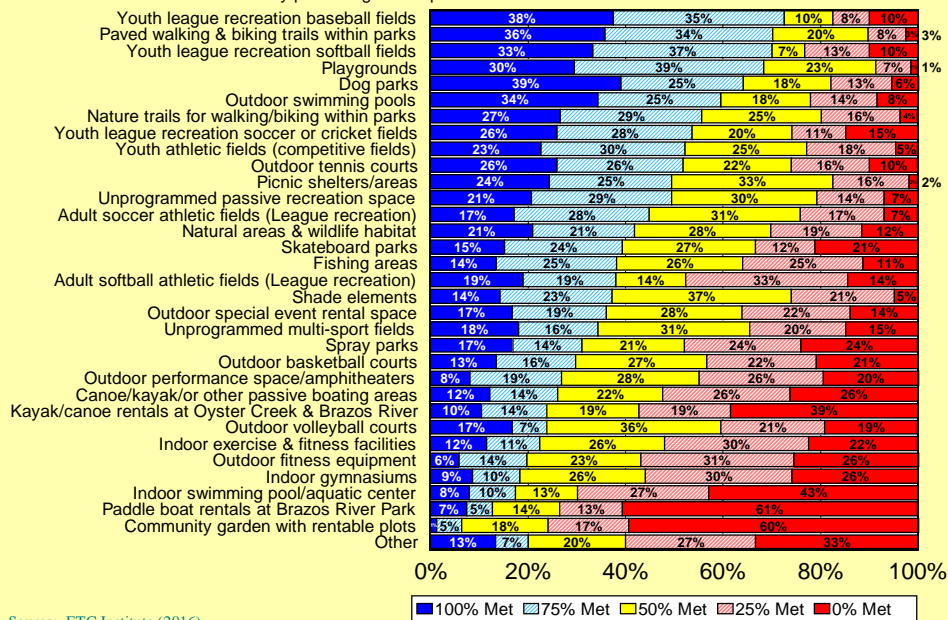
by number of households based on 28,392 households in Sugar Land



Source: ETC Institute (2016)

Q8-2. How Well Parks and Recreation Facilities Meet the Needs of Respondent Households

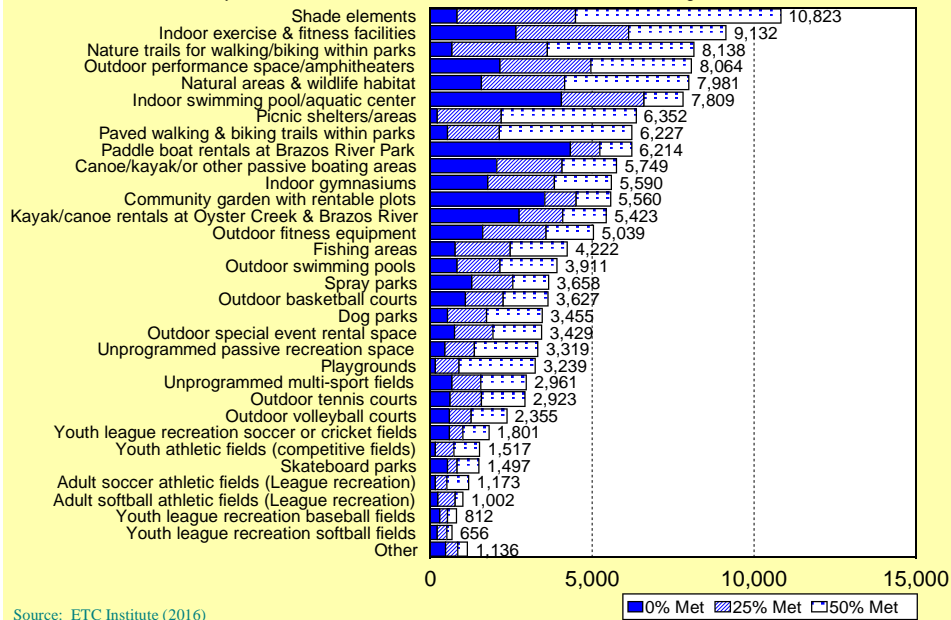
by percentage of respondents with a need for facilities



Source: ETC Institute (2016)

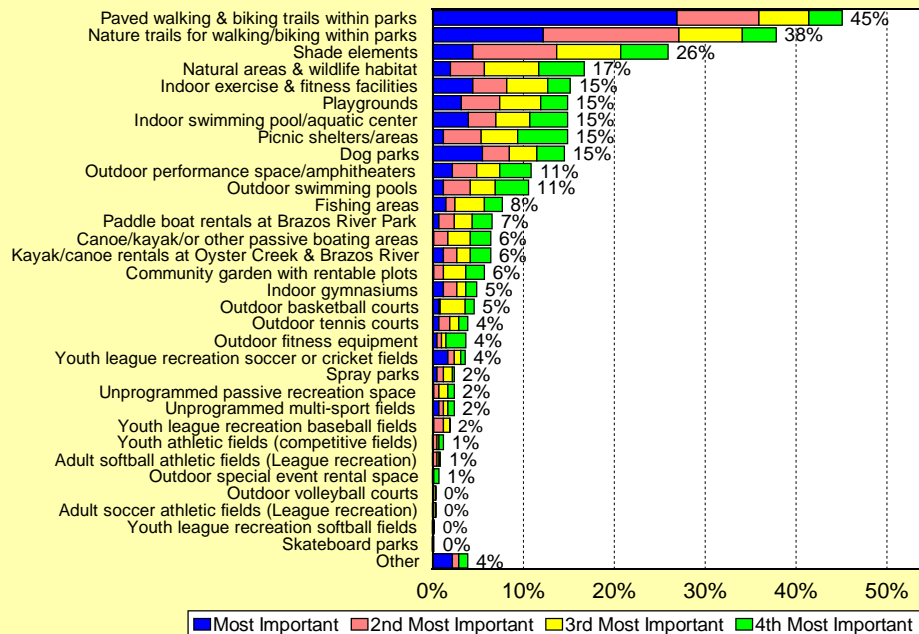
Q8-3. Estimated Number of Households Whose Needs for Facilities Are Being Met 50% or Less

by number of households based on 28,392 households in Sugar Land



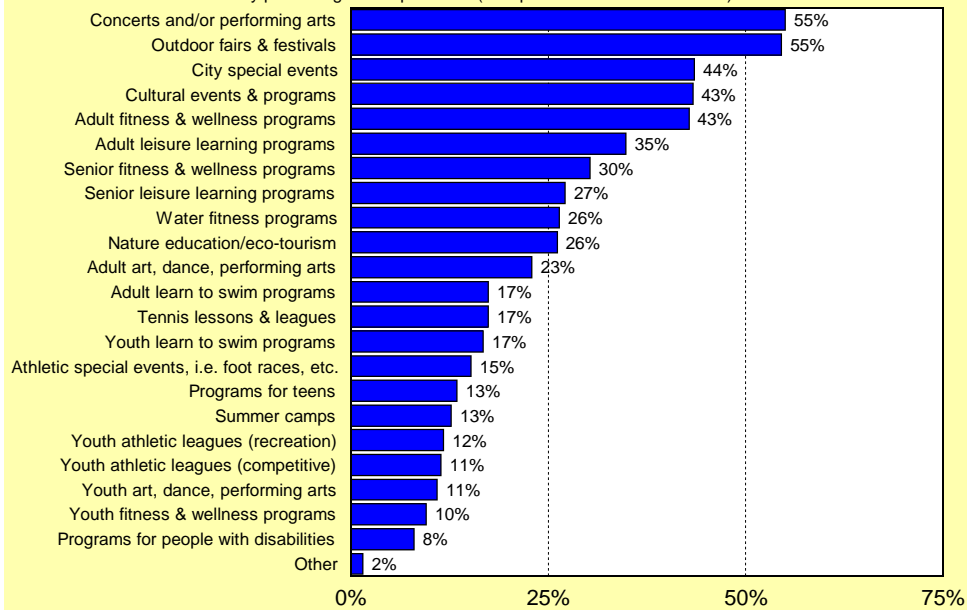
Q9. Facilities That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



Q10. Parks, Trails or Recreation Programs Respondent Households Have a Need For

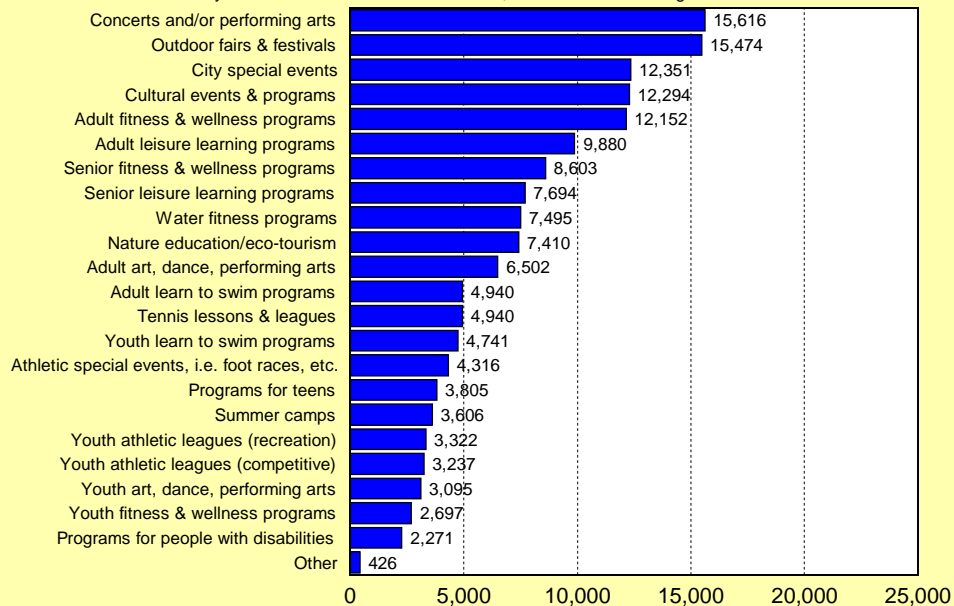
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q10-1. Estimated Number of Households That Have a Need for Various Parks and Recreation Programs

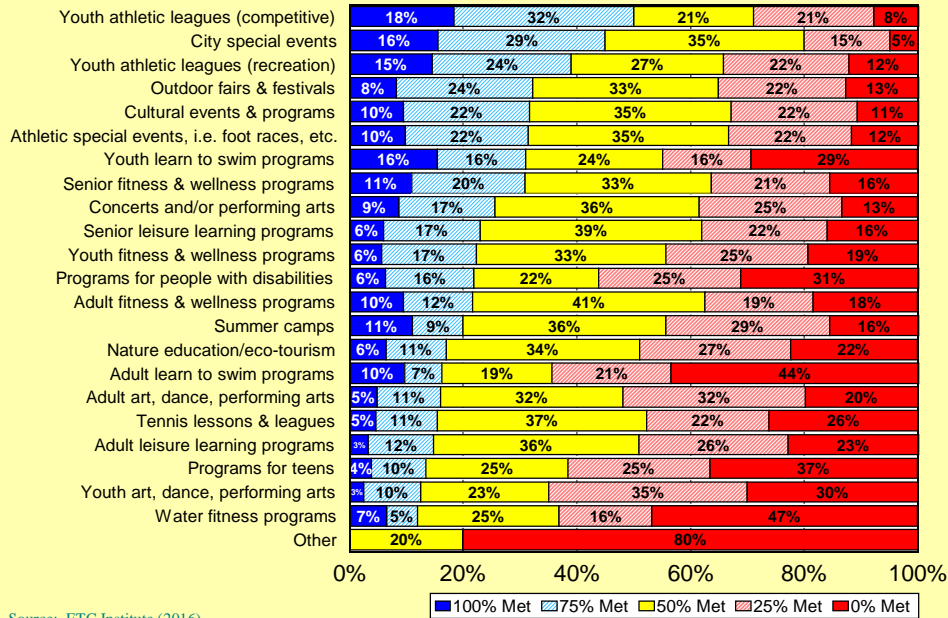
by number of households based on 28,392 households in Sugar Land



Source: ETC Institute (2016)

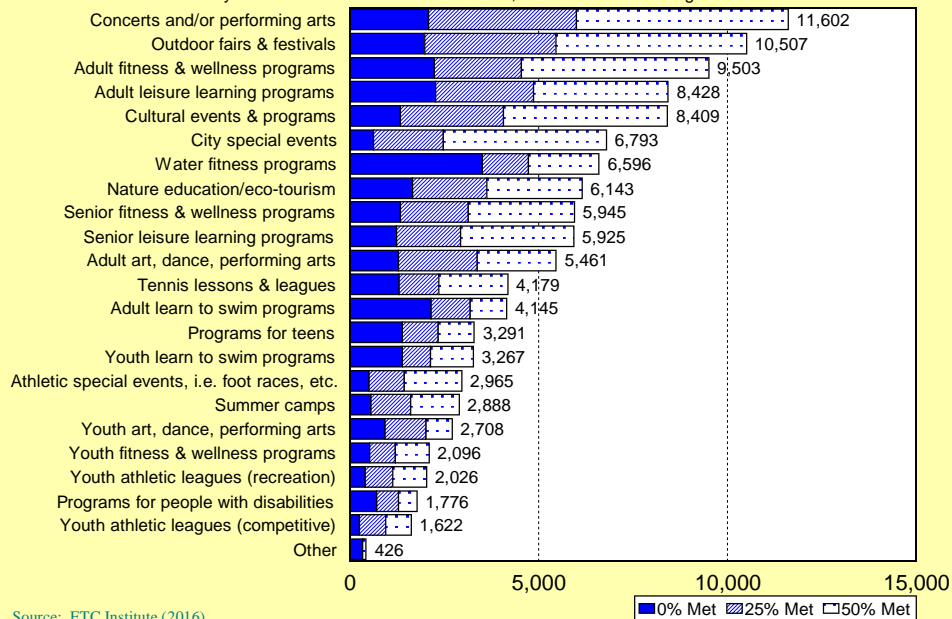
Q10-2. How Well Parks and Recreation Programs Meet the Needs of Respondent Households

by percentage of respondents with a need for facilities



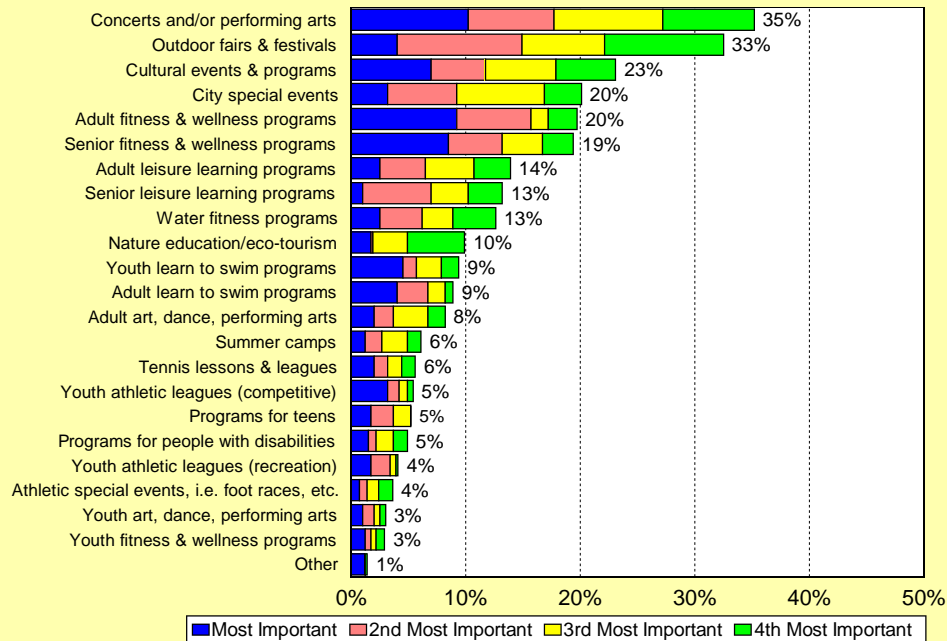
Q10-3. Estimated Number of Households Whose Needs for Programs Are Being Met 50% or Less

by number of households based on 28,392 households in Sugar Land



Q11. Programs That Are Most Important to Households

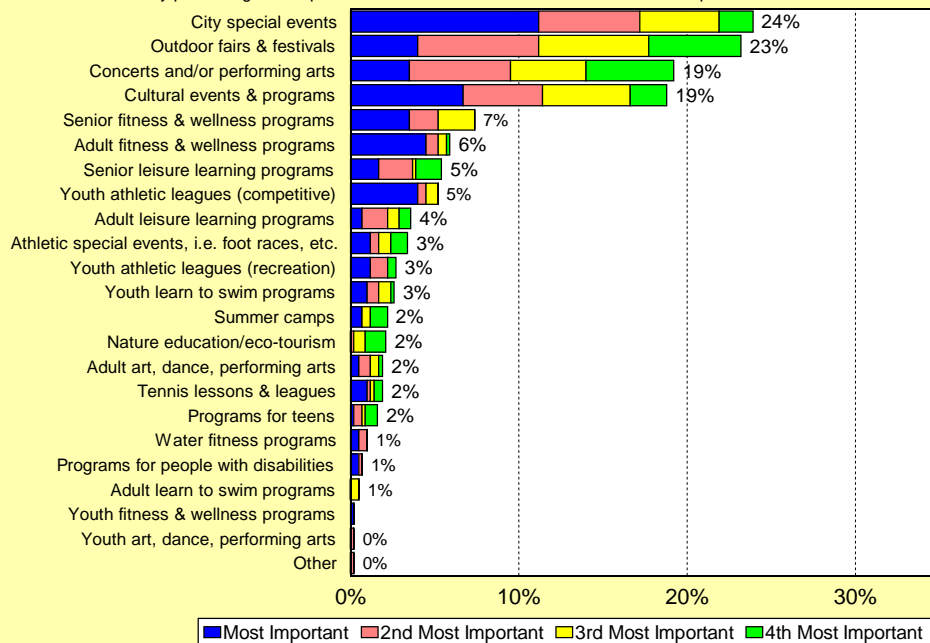
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

Q12. Programs Households Currently Participate Most Often

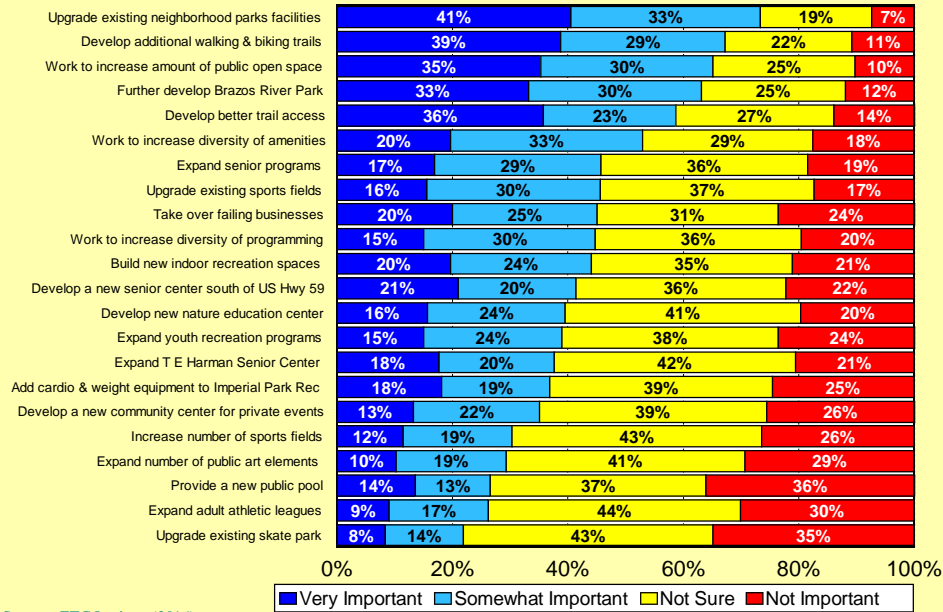
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

Q13. Importance of Various Actions the City of Sugar Land Parks and Recreation Could Take

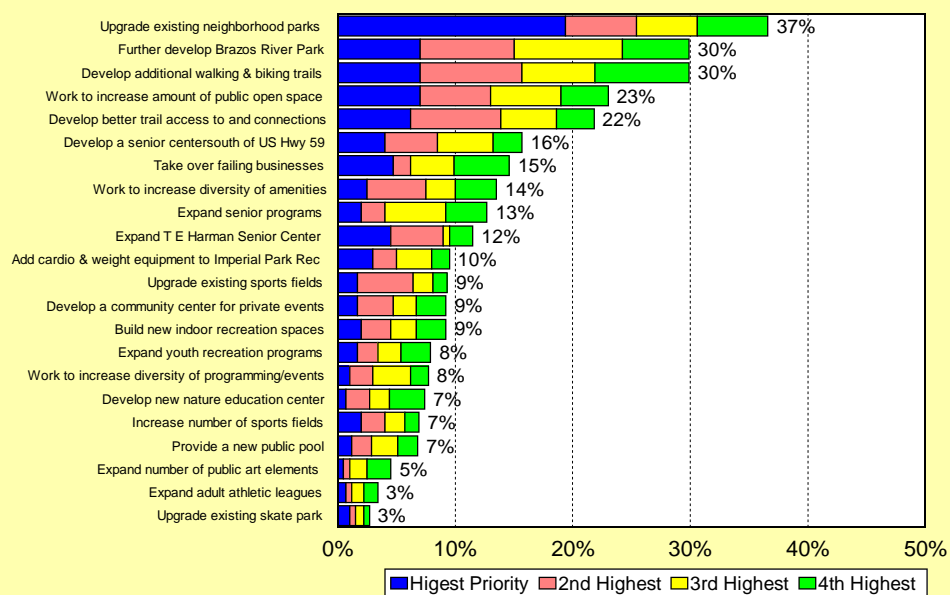
by percentage of respondents



Source: ETC Institute (2016)

Q14. Actions That Should be the Highest Priority for the City of Sugar Land Parks and Recreation Department

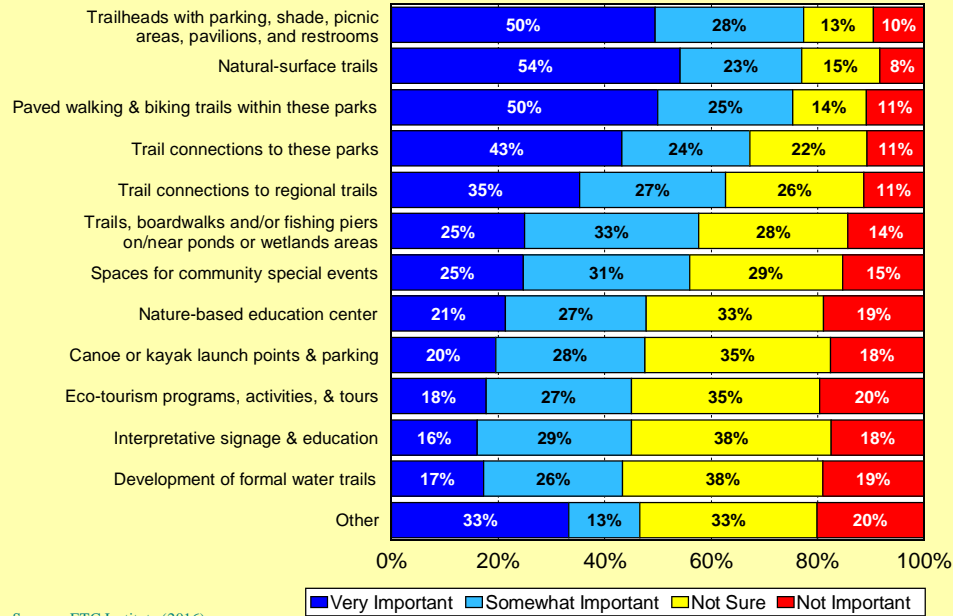
by percentage of respondent households that selected the item as one of their top four choices



Source: ETC Institute (2016)

Q15. Importance of Various Facilities/Amenities That Could be Developed

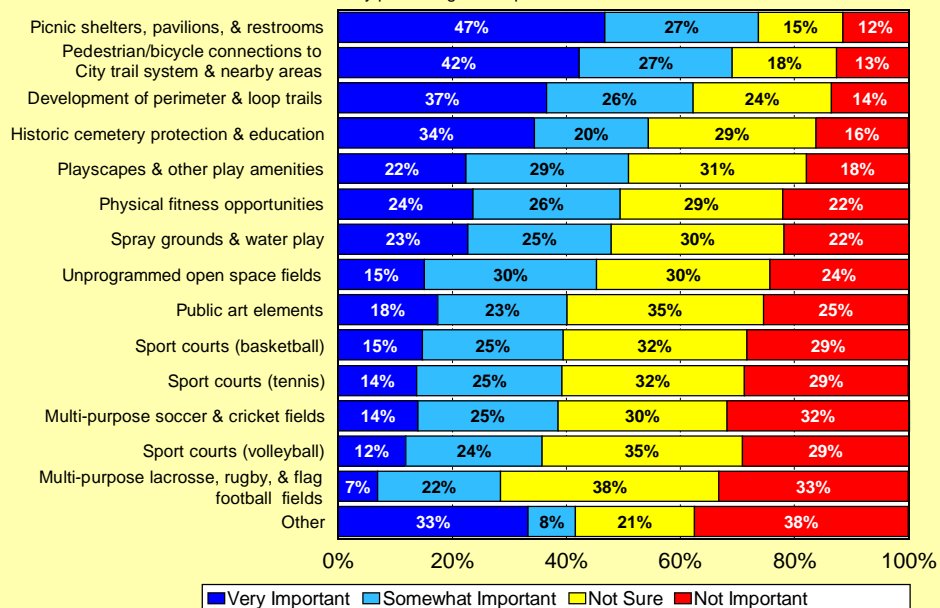
by percentage of respondents



Source: ETC Institute (2016)

Q16. Importance of Various Facilities/Amenities That Could be Developed at Undeveloped Community Park

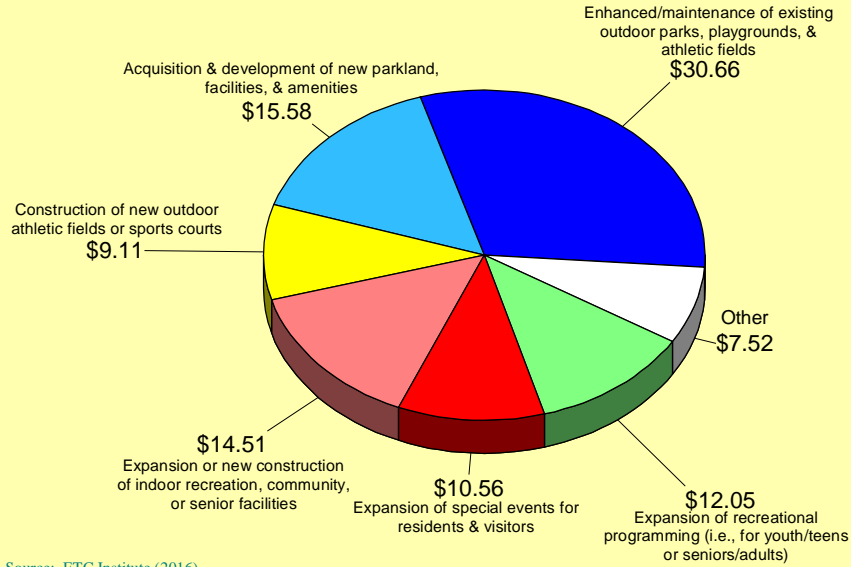
by percentage of respondents



Source: ETC Institute (2016)

Q17. Allocation of \$100 Available for Parks and Recreation Department Facilities

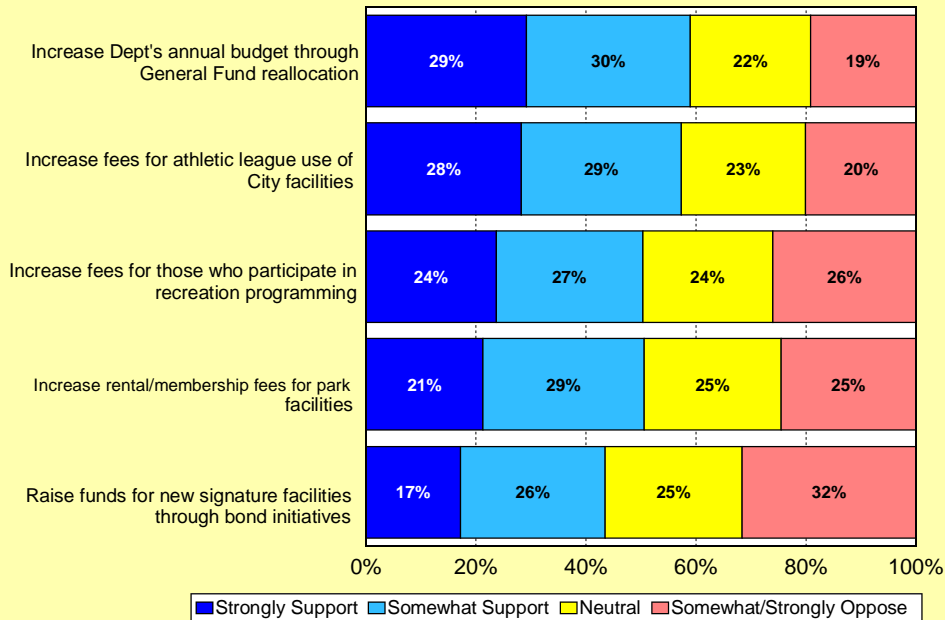
by percentage of respondents



Source: ETC Institute (2016)

Q18. Support of Various Financial Strategies

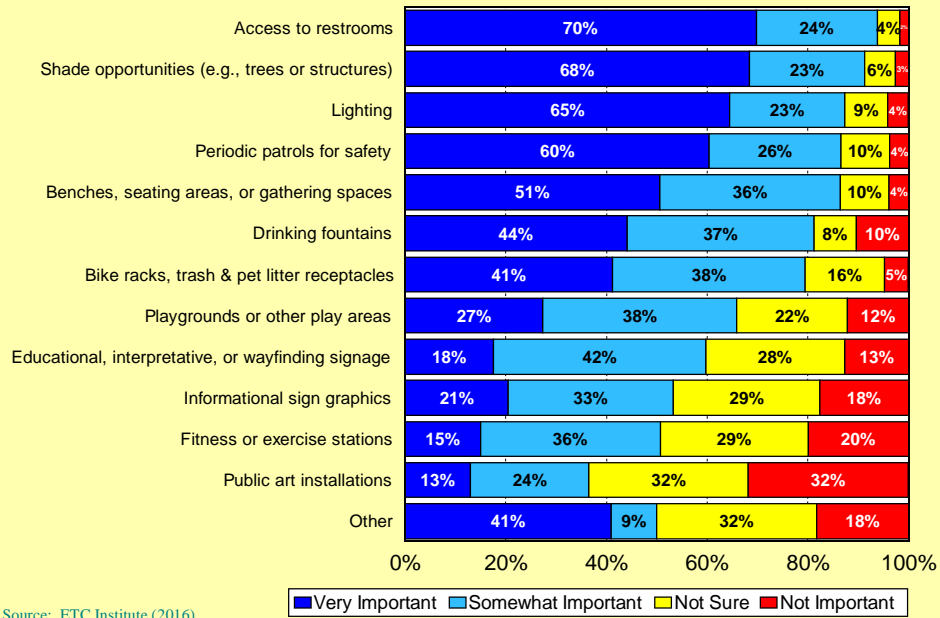
by percentage of respondents



Source: ETC Institute (2016)

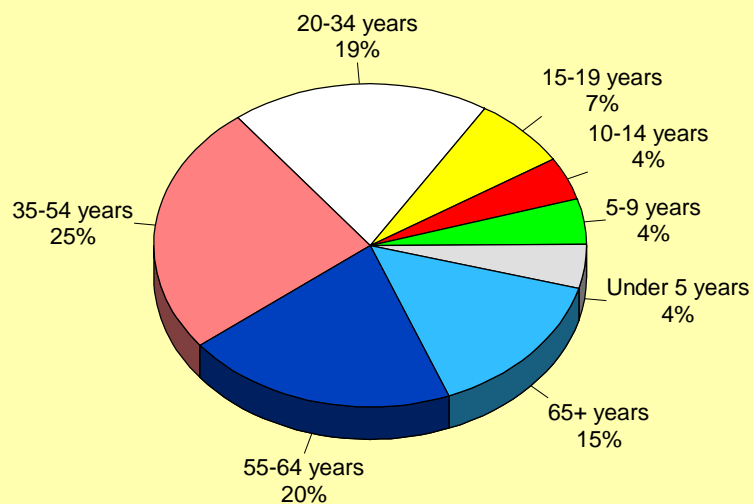
Q19. Importance of Various Trail-Related Design Elements or Activities

by percentage of respondents



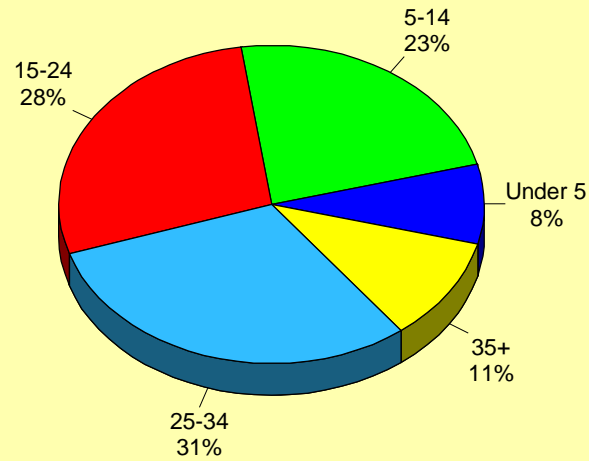
Q20. Demographics: Ages of People in Household

by percentage of household occupants



Q21. Demographics: How many years have you lived in Sugar Land?

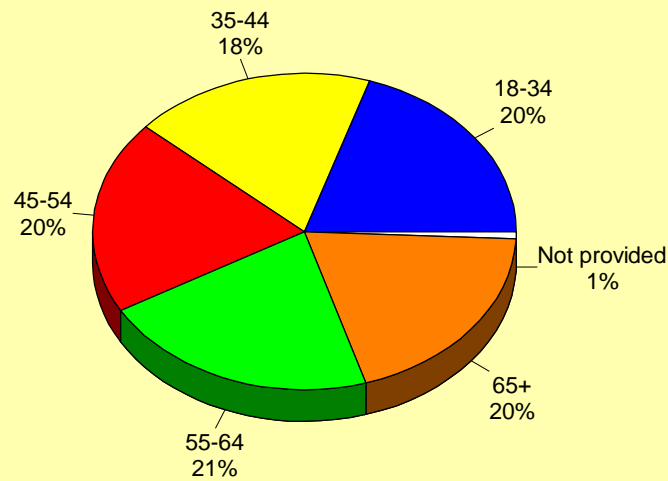
by percentage of respondents



Source: ETC Institute (2016)

Q22. Demographics: What is your age?

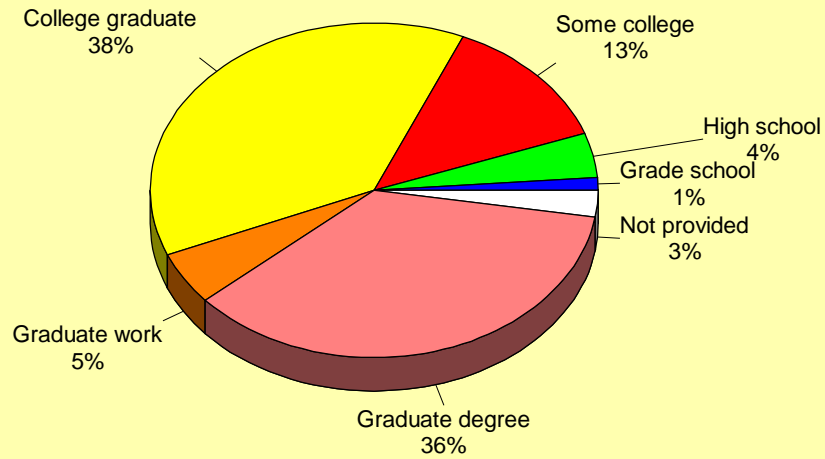
by percentage of respondents



Source: ETC Institute (2016)

Q23. Demographics: Highest Level of Formal Education

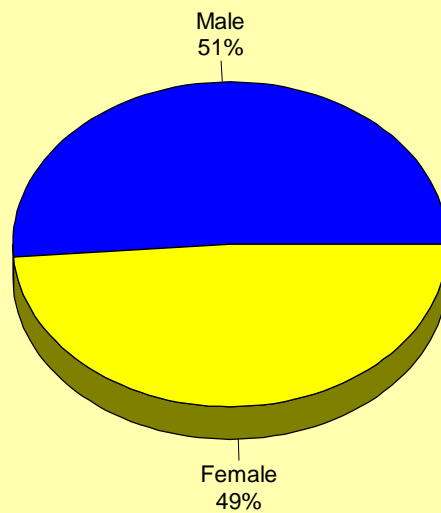
by percentage of respondents



Source: ETC Institute (2016)

Q24. Demographics: What is your gender?

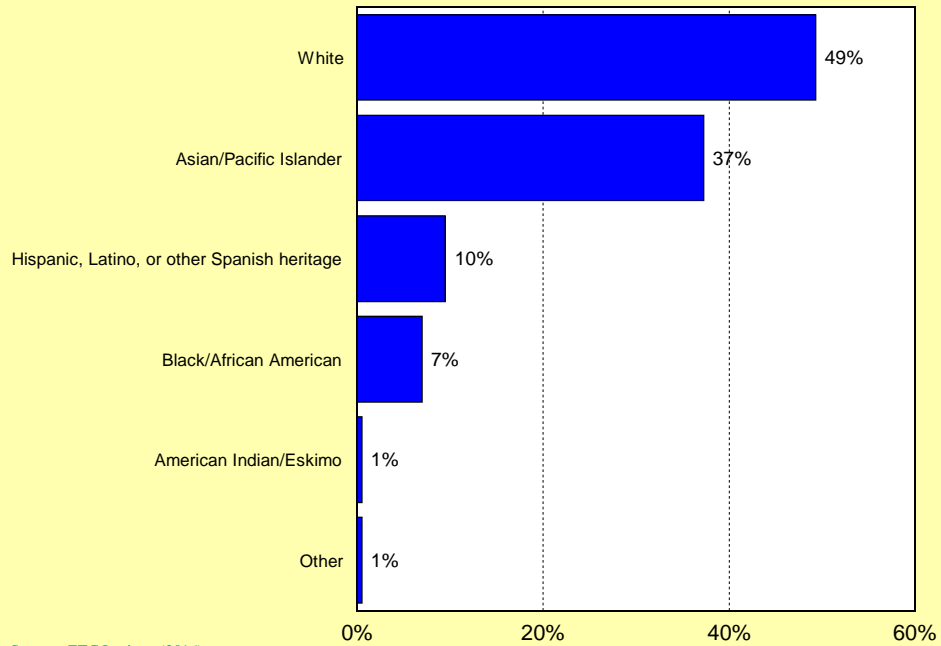
by percentage of respondents



Source: ETC Institute (2016)

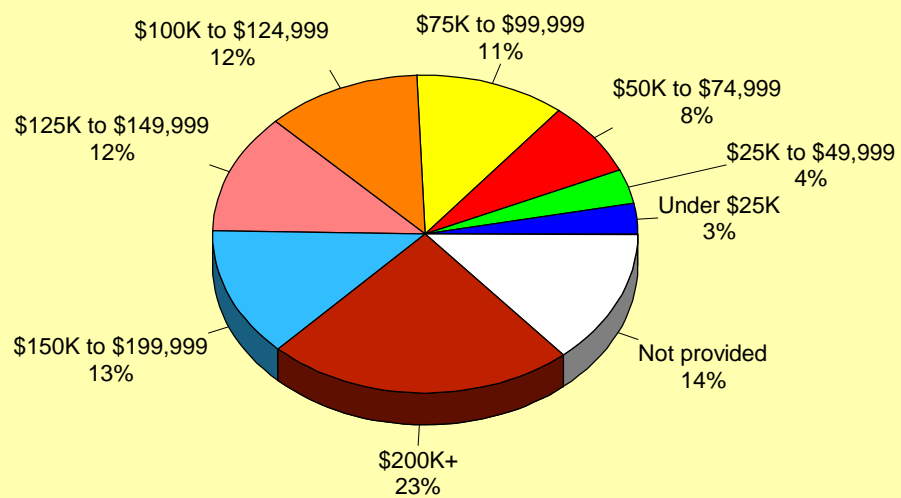
Q25. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Q26. Demographics: Total Annual Household Income

by percentage of respondents



Section 2

Priority Investment Rating

Priority Investment Rating

Sugar Land, Texas

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

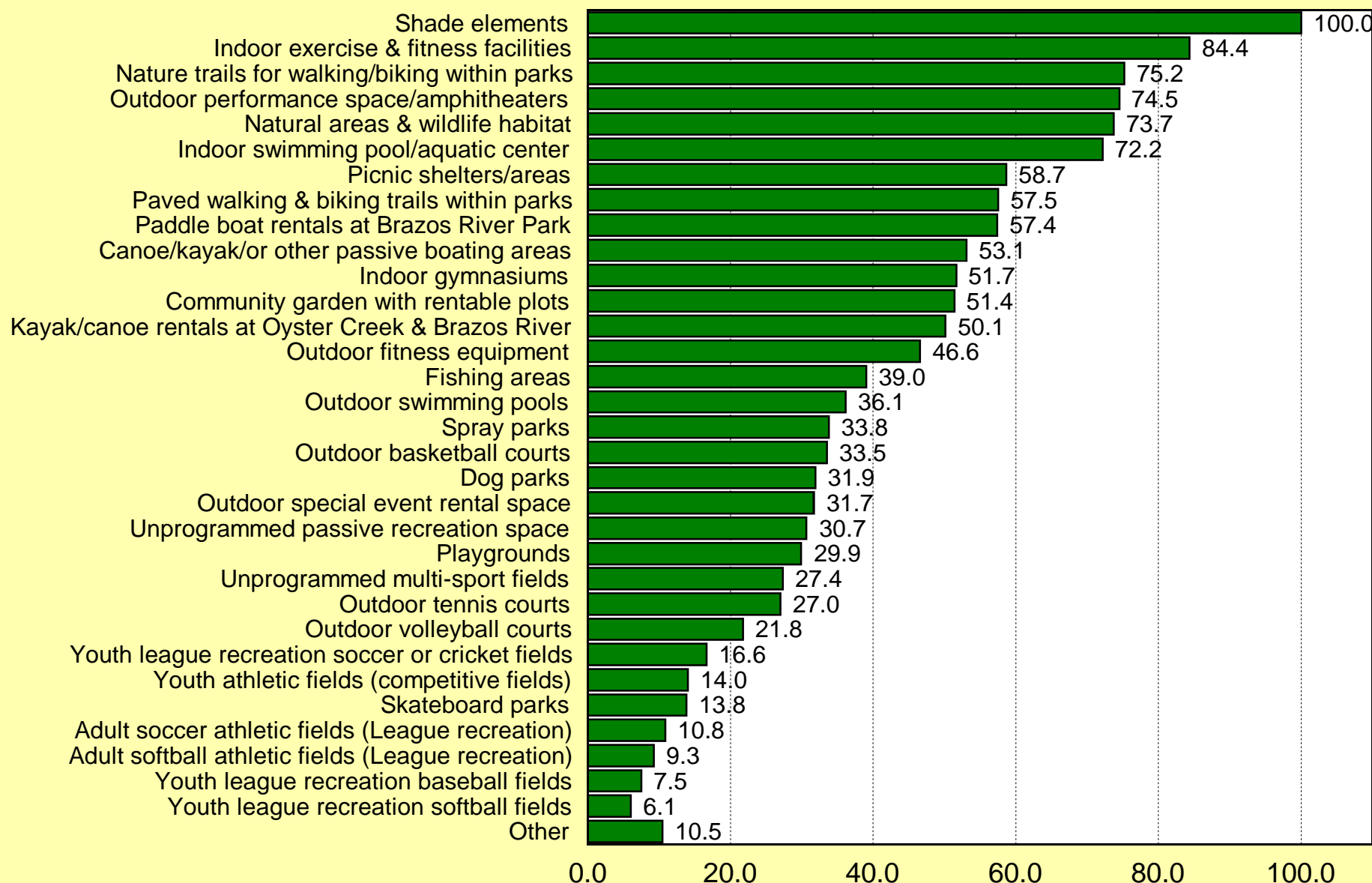
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Recreation Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

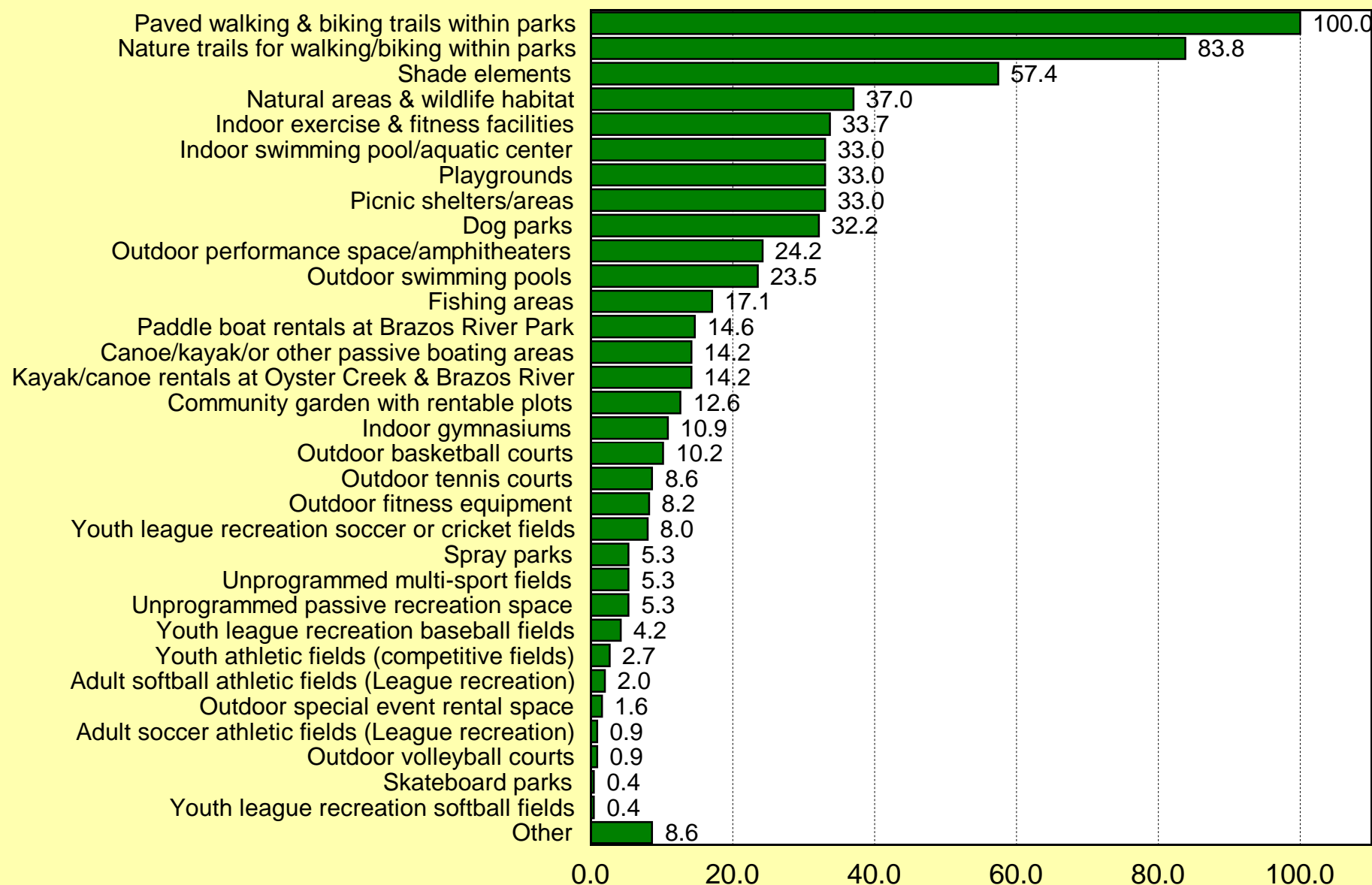


Source: ETC Institute (2016)

Importance Rating for Recreation Facilities

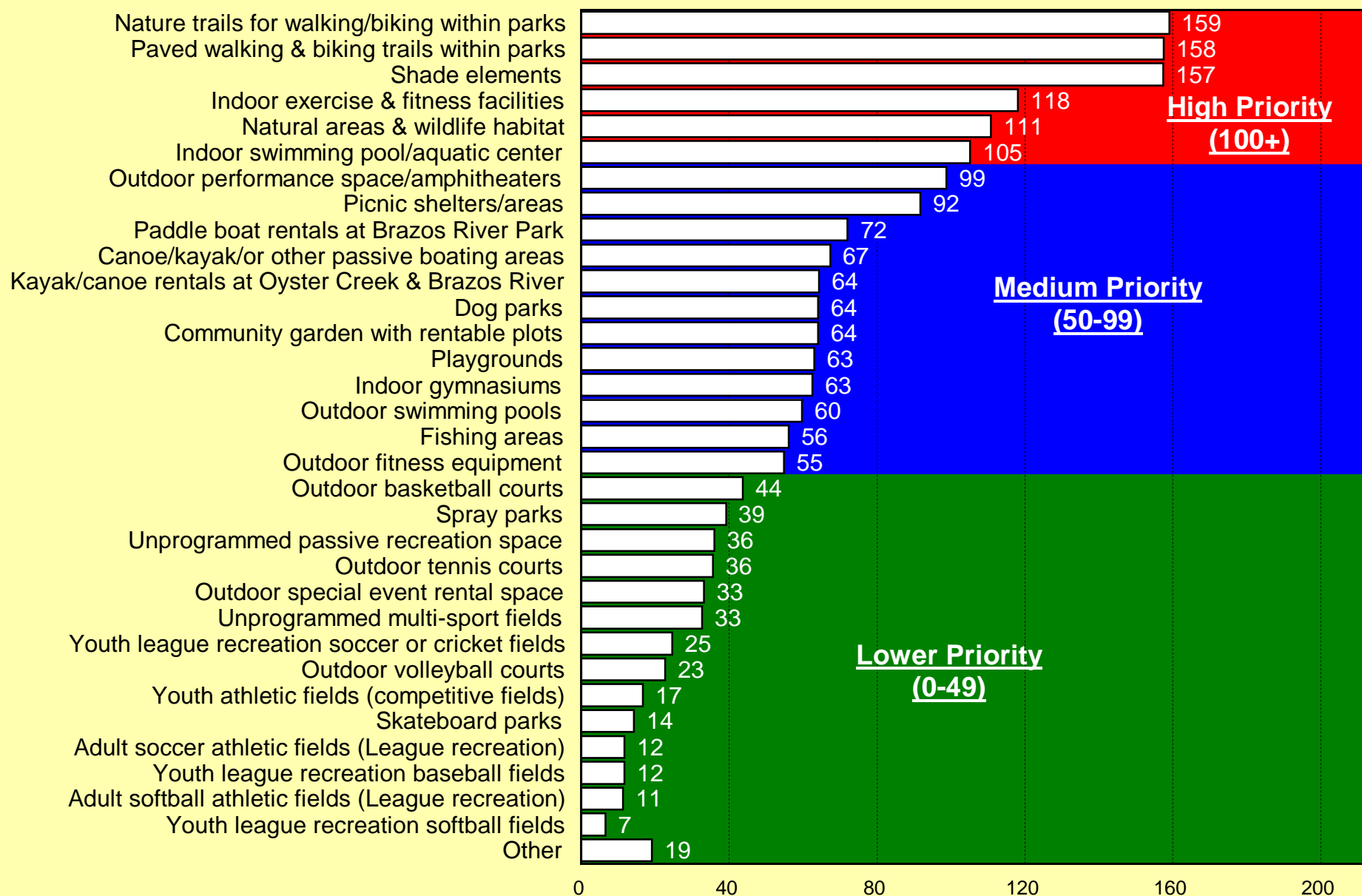
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating

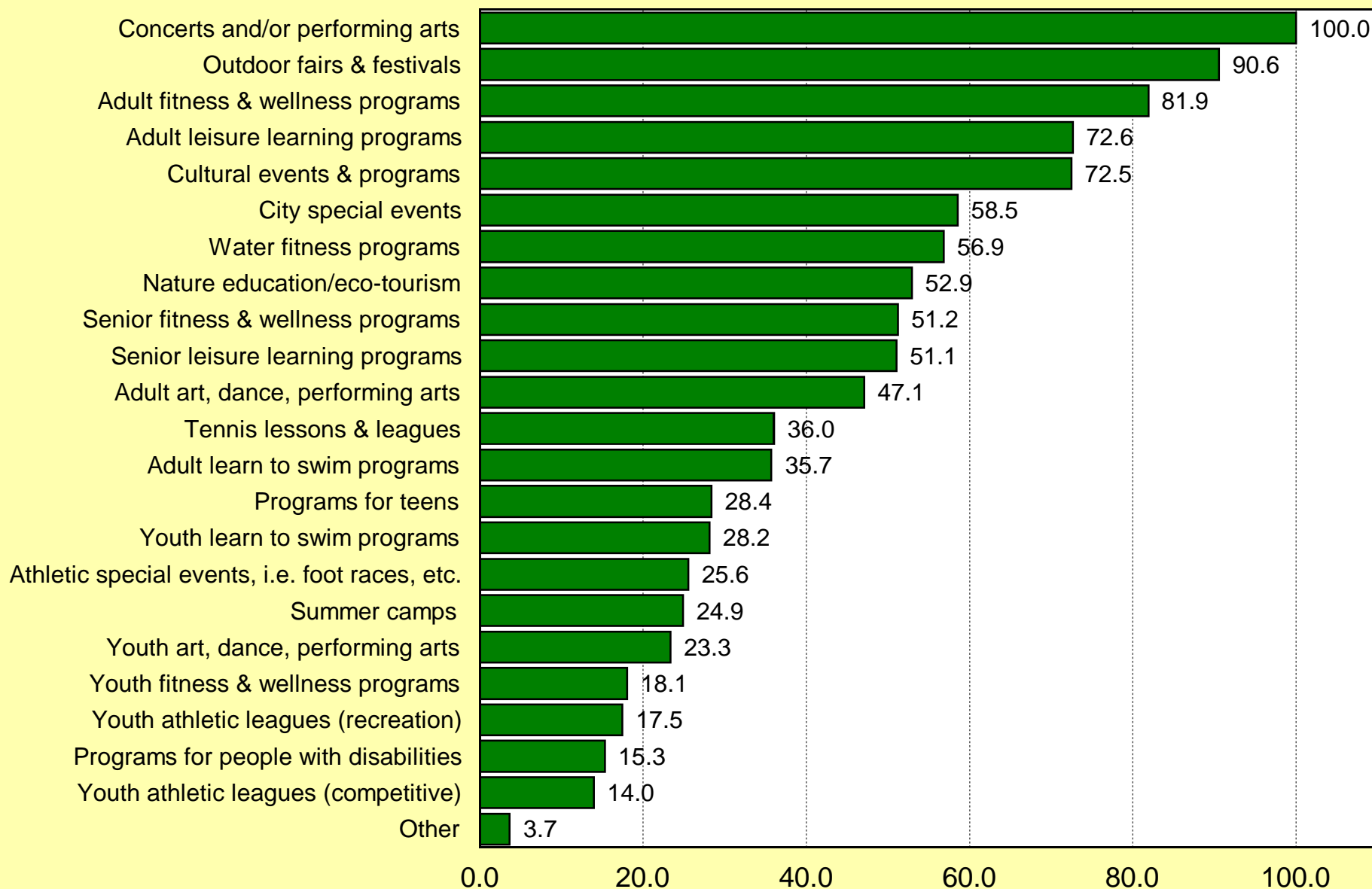


Source: ETC Institute (2016)

Unmet Needs Rating for Recreation Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

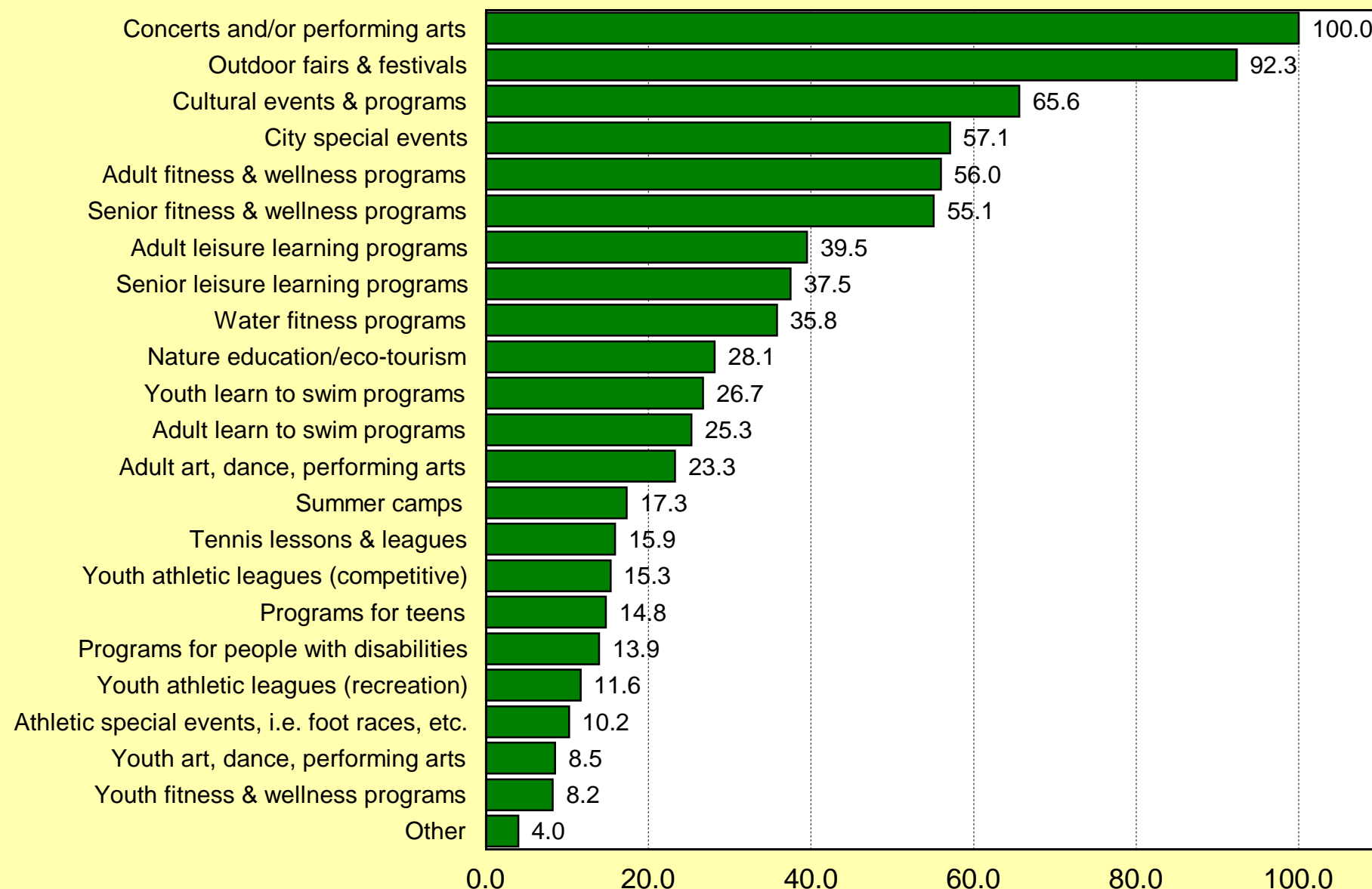


Source: ETC Institute (2016)

Importance Rating for Recreation Programs

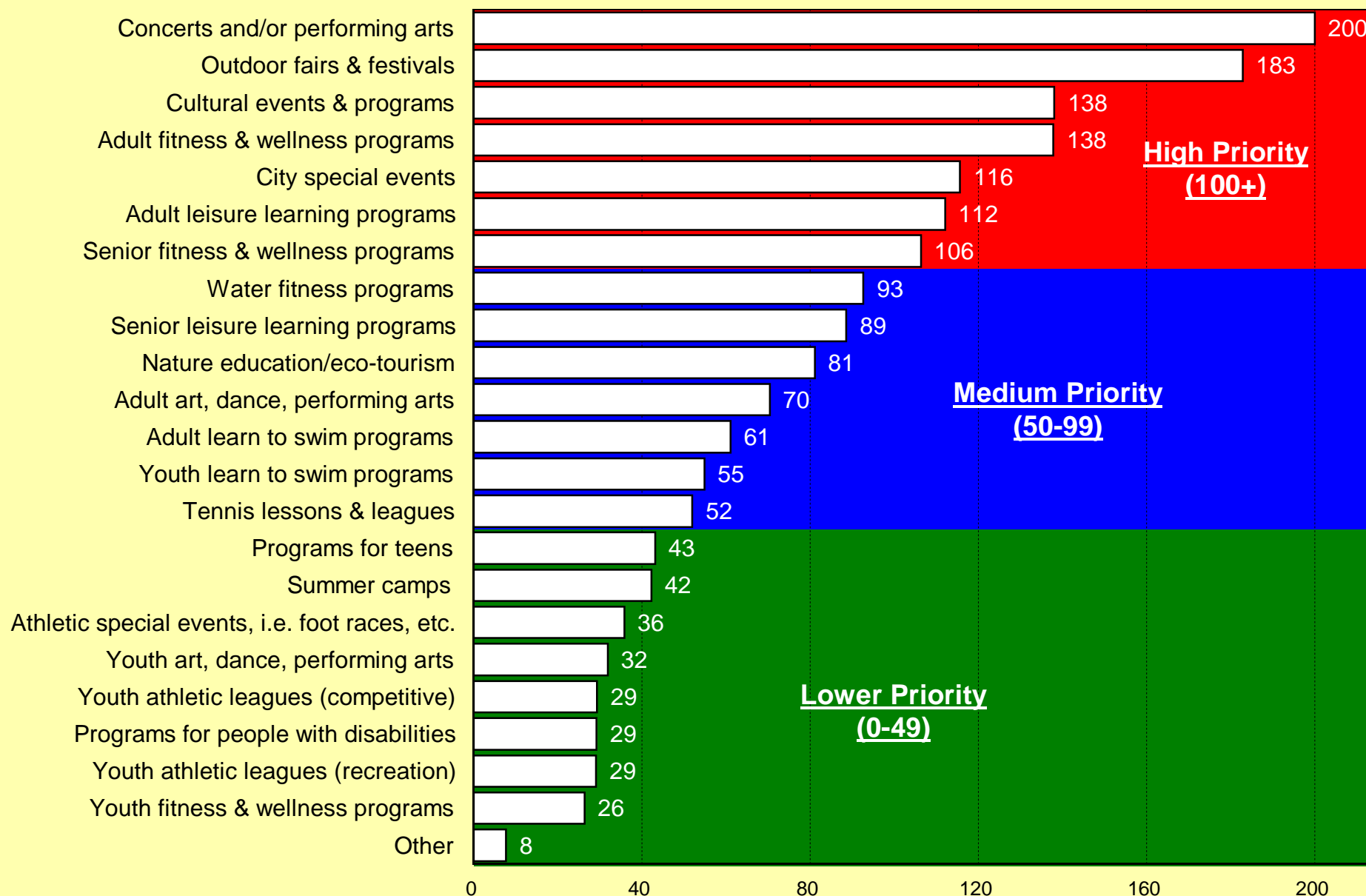
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Source: ETC Institute (2016)

Section 3

Benchmarking Analysis

Benchmarking Summary Report

Sugar Land, Texas

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in over 49 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for Sugar Land, Texas were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Sugar Land, Texas is not authorized without written consent from ETC Institute.

Benchmarking for the City of Sugar Land, Texas		
	<i>National Average</i>	<i>Sugar Land 2016</i>
Has your household participated in City/County/Park District recreation <u>programs</u> during the past year?		
Yes	34%	84%
No	65%	16%
Have you or members of your household visited any City/County/Park District <u>parks</u> over the past year?		
Yes	81%	77%
No	18%	23%
Organizations used for parks and recreation programs and facilities		
Faith Based Organizations	28%	14%
City Parks & Recreation Department	46%	36%
Homeowners Associations/Similar	13%	31%
Other Cities/Park Districts	24%	6%
Private Clubs	21%	20%
Private schools	8%	9%
School District	30%	25%
YMCA	16%	7%
Youth Sports Leagues	15%	9%
Reasons preventing the use of parks and recreation facilities and programs more often		
Facility operating hours are not convenient	7%	3%
Fees are too expensive	15%	3%
Lack of awareness about programs	24%	29%
Program times are not convenient	16%	8%
Programs I am interested in are not offered	16%	8%
Registration for programs is difficult	3%	2%
Use services of other agencies	10%	11%
Waiting list/programs were full	5%	4%
Lack of time	34%	44%

Benchmarking for the City of Sugar Land, Texas		
	<i>National Average</i>	<i>Sugar Land 2016</i>
Recreation <u>programs</u> that respondent households have a need for		
Adult arts, dance, performing arts	21%	23%
Adult fitness and wellness programs	46%	43%
Nature programs/environmental education	31%	26%
Programs for people with disabilities	12%	8%
Seniors/Adult programs for 50 years and older	25%	30%
Special events	40%	44%
Teen programs	17%	13%
Tennis lessons and leagues	16%	17%
Water fitness programs	29%	26%
Youth art, dance, performing arts	18%	11%
Youth fitness and wellness programs	19%	10%
Youth Learn to Swim programs	25%	17%
Recreation <u>programs</u> that are the most important to respondent households		
Adult arts, dance, performing arts	8%	8%
Adult fitness and wellness programs	30%	20%
Adult Learn to Swim programs	8%	9%
Nature programs/environmental education	13%	10%
Programs for people with special needs/disabled	5%	5%
Seniors/Adult programs for 50 years and older	15%	13%
Special events	21%	20%
Teen programs	7%	5%
Tennis lessons and leagues	6%	6%
Water fitness programs	14%	13%
Youth art, dance, performing arts	6%	3%
Youth fitness and wellness programs	7%	3%
Youth Learn to Swim programs	14%	9%

Benchmarking for the City of Sugar Land, Texas		
	<i>National Average</i>	<i>Sugar Land 2016</i>
Parks and recreation <u>facilities</u> that respondent households have a need for		
Adult Softball Fields	13%	6%
Boat Facilities/Paddle Boats	29%	27%
Community Gardens	31%	21%
Fishing areas (Fishing piers)	35%	24%
Indoor Fitness and Exercise Facilities	46%	42%
Indoor Gyms/Multi-Purpose Rec Center	27%	24%
Indoor Swimming Pools/Aquatic Center	41%	33%
Natural areas/wildlife habitats (Greenspace and natural areas)	50%	48%
Nature Center/Nature Trails	51%	65%
Dog parks	28%	34%
Outdoor Amphitheater	33%	39%
Outdoor basketball/multi-use courts	23%	18%
Outdoor Swimming Pools/Aquatic Center	43%	34%
Picnic Areas and Shelters	52%	44%
Playground Equipment for Children	43%	36%
Skateboarding Park/Area	12%	9%
Soccer, Lacrosse Fields (Outdoor field space)	21%	14%
Splash park/pad	28%	19%
Tennis Courts (outdoor)	26%	21%
Volleyball courts (outdoor sand)	15%	21%
Walking & Biking Trails	70%	74%
Youth Baseball Fields	20%	10%
Youth Softball Fields	15%	8%

Benchmarking for the City of Sugar Land, Texas		
	<i>National Average</i>	<i>Sugar Land 2016</i>
Most Important Parks and Recreation Facilities to Respondent Households		
Adult Softball Fields	3%	1%
Boat Facilities/Paddle Boats	9%	6%
Community Gardens	9%	6%
Fishing areas	12%	8%
Indoor Fitness and Exercise Facilities	19%	15%
Indoor Gyms/Multi-Purpose Rec Centers	7%	5%
Indoor Swimming Pools/Aquatic Facilities	16%	15%
Natural areas/wildlife habitats (Greenspace and natural areas)	17%	17%
Nature Center/Nature Trails (Nature trails/nature parks)	19%	38%
Dog Park	14%	15%
Outdoor Amphitheater	8%	11%
Outdoor Basketball Courts	4%	5%
Outdoor Swimming Pools/Aquatic Facilities	19%	11%
Picnic Areas and Shelters	15%	15%
Playground Equipment for Children	18%	15%
Skateboarding Area	2%	0.2%
Soccer, Lacrosse Fields (Outdoor field space)	8%	4%
Splash park/pad	9%	2%
Tennis Courts (outdoor)	7%	4%
Volleyball Courts (outdoor sand)	2%	0.4%
Walking and Biking Trails	44%	45%
Youth Baseball Fields	8%	2%
Youth Softball fields	4%	0.2%

Section 4

Tabular Data

Q1. In the past 12 months, have you or a member of your household used a city park, rented a recreational facility, or attended an event at a city facility?

Q1. Have you used a City park, rented a recreational facility, or attended an event at a city facility in past 12 months

	Number	Percent
Yes	309	76.9 %
No	93	23.1 %
Total	402	100.0 %

Q1a. (If YES to Question 1) Which of the following Sugar Land City parks and/or recreation facilities have you or a member of your household visited in the past 12 months?

Q1a. City parks and/or recreation facilities you have visited in past 12 months

	Number	Percent
City Park	41	13.3 %
Colony Bend Park	24	7.8 %
Covington West Park	6	1.9 %
Cullinan Park	34	11.0 %
Duhacsek Park	1	0.3 %
Eldridge Park	71	23.0 %
First Colony Park	39	12.6 %
Highlands Park	18	5.8 %
Imperial Park & Disc Golf Course	14	4.5 %
Lonnie Green Park	3	1.0 %
Lost Creek Park	87	28.2 %
Mayfield Park	4	1.3 %
Meadow Lake Park	7	2.3 %
Mesquite Park	1	0.3 %
Oyster Creek Park/Trail	155	50.2 %
Pawm Springs Dog Park at Supar Land Memorial Park	63	20.4 %
River Park-Park at the Levee	12	3.9 %
River Park-River Gable Park	5	1.6 %
River Park-Splash Pad	12	3.9 %
Ron Slockett Memorial Park	15	4.9 %
Settlers Way Park	18	5.8 %
Sugar Lakes Park	17	5.5 %
Sugar Land Memorial Park/Brazos River Corridor	153	49.5 %
Sugar Mill Park	27	8.7 %
Thomas L. James Park	3	1.0 %
Town Square Plaza	174	56.3 %
Total	1004	

Q1b. (If YES to Question 1) Using the number associated with each park in Question 1a, please write in below the top three City of Sugar Land Parks and Recreation Department parks/open spaces you and members of your household have visited most often in the past 12 months.

Q1b. Top choice	Number	Percent
City Park	5	1.6 %
Colony Bend Park	10	3.2 %
Covington West Park	2	0.6 %
Cullinan Park	1	0.3 %
Eldridge Park	26	8.4 %
First Colony Park	5	1.6 %
Highlands Park	4	1.3 %
Imperial Park & Disc Golf Course	4	1.3 %
Lonnie Green Park	2	0.6 %
Lost Creek Park	16	5.2 %
Mayfield Park	2	0.6 %
Meadow Lake Park	1	0.3 %
Oyster Creek Park/Trail	57	18.4 %
Pawm Springs Dog Park at Supar Land Memorial Park	19	6.1 %
River Park-Park at the Levee	3	1.0 %
River Park-River Gable Park	1	0.3 %
River Park-Splash Pad	4	1.3 %
Ron Slockett Memorial Park	6	1.9 %
Settlers Way Park	2	0.6 %
Sugar Lakes Park	4	1.3 %
Sugar Land Memorial Park/Brazos River Corridor	71	23.0 %
Sugar Mill Park	11	3.6 %
Town Square Plaza	44	14.2 %
None chosen	9	2.9 %
Total	309	100.0 %

Q1b. (If YES to Question 1) Using the number associated with each park in Question 1a, please write in below the top three City of Sugar Land Parks and Recreation Department parks/open spaces you and members of your household have visited most often in the past 12 months.

Q1b. 2nd choice	Number	Percent
City Park	5	1.6 %
Colony Bend Park	8	2.6 %
Covington West Park	2	0.6 %
Cullinan Park	5	1.6 %
Eldridge Park	14	4.5 %
First Colony Park	7	2.3 %
Highlands Park	3	1.0 %
Imperial Park & Disc Golf Course	4	1.3 %
Lost Creek Park	28	9.1 %
Meadow Lake Park	2	0.6 %
Mesquite Park	1	0.3 %
Oyster Creek Park/Trail	46	14.9 %
Pawm Springs Dog Park at Supar Land Memorial Park	15	4.9 %
River Park-Park at the Levee	7	2.3 %
River Park-Splash Pad	2	0.6 %
Ron Slockett Memorial Park	4	1.3 %
Settlers Way Park	5	1.6 %
Sugar Lakes Park	3	1.0 %
Sugar Land Memorial Park/Brazos River Corridor	38	12.3 %
Sugar Mill Park	7	2.3 %
Town Square Plaza	62	20.1 %
None chosen	41	13.3 %
Total	309	100.0 %

Q1b. (If YES to Question 1) Using the number associated with each park in Question 1a, please write in below the top three City of Sugar Land Parks and Recreation Department parks/open spaces you and members of your household have visited most often in the past 12 months.

Q1b. 3rd choice	Number	Percent
City Park	9	2.9 %
Colony Bend Park	5	1.6 %
Covington West Park	2	0.6 %
Cullinan Park	8	2.6 %
Eldridge Park	12	3.9 %
First Colony Park	10	3.2 %
Highlands Park	5	1.6 %
Imperial Park & Disc Golf Course	4	1.3 %
Lonnie Green Park	1	0.3 %
Lost Creek Park	19	6.1 %
Meadow Lake Park	1	0.3 %
Oyster Creek Park/Trail	27	8.7 %
Pawm Springs Dog Park at Supar Land Memorial Park	8	2.6 %
River Park-Park at the Levee	1	0.3 %
River Park-River Gable Park	1	0.3 %
River Park-Splash Pad	4	1.3 %
Ron Slockett Memorial Park	1	0.3 %
Settlers Way Park	9	2.9 %
Sugar Lakes Park	3	1.0 %
Sugar Land Memorial Park/Brazos River Corridor	22	7.1 %
Sugar Mill Park	5	1.6 %
Thomas L. James Park	1	0.3 %
Town Square Plaza	38	12.3 %
None chosen	113	36.6 %
Total	309	100.0 %

SUM OF TOP 3 CHOICES

Q1b. (If YES to Question 1) Using the number associated with each park in Question 1a, please write in below the top three City of Sugar Land Parks and Recreation Department parks/open spaces you and members of your household have visited most often in the past 12 months. (top 3)

Q1b. Sum of Top 3 Choices	Number	Percent
City Park	19	6.1 %
Colony Bend Park	23	7.4 %
Covington West Park	6	1.9 %
Cullinan Park	14	4.5 %
Eldridge Park	52	16.8 %
First Colony Park	22	7.1 %
Highlands Park	12	3.9 %
Imperial Park & Disc Golf Course	12	3.9 %
Lonnie Green Park	3	1.0 %
Lost Creek Park	63	20.4 %
Mayfield Park	2	0.6 %
Meadow Lake Park	4	1.3 %
Mesquite Park	1	0.3 %
Oyster Creek Park/Trail	130	42.1 %
Pawm Springs Dog Park at Supar Land Memorial Park	42	13.6 %
River Park-Park at the Levee	11	3.6 %
River Park-River Gable Park	2	0.6 %
River Park-Splash Pad	10	3.2 %
Ron Slockett Memorial Park	11	3.6 %
Settlers Way Park	16	5.2 %
Sugar Lakes Park	10	3.2 %
Sugar Land Memorial Park/Brazos River Corridor	131	42.4 %
Sugar Mill Park	23	7.4 %
Thomas L. James Park	1	0.3 %
Town Square Plaza	144	46.6 %
None chosen	9	2.9 %
Total	773	

Q2. Have you or other members of your household participated in any recreation programs (e.g., youth sports camps, health and fitness classes) or special events offered by the City of Sugar Land Parks and Recreation Department during the past 12 months?

Q2. Have you participated in any recreation programs or special events during past 12 months	Number	Percent
Yes	66	16.4 %
No	336	83.6 %
Total	402	100.0 %

Q2a. (If YES to Question 2) Approximately how many different recreation programs (e.g., youth sports camps, health and fitness classes) offered by the City of Sugar Land Parks and Recreation Department have you or members of your household participated in over the past 12 months?

Q2a. How many different recreation programs have you participated in over past 12 months	Number	Percent
1 program	26	39.4 %
2 to 3 programs	32	48.5 %
4 to 6 programs	3	4.5 %
11+ programs	2	3.0 %
Not provided	3	4.5 %
Total	66	100.0 %

Q2b. (If YES to Question 2) From the following list, please check the THREE primary reasons why your household has participated in City of Sugar Land Parks and Recreation Department programs or recreation activities.

Q2b. Primary reasons why your household has participated in programs or recreation activities	Number	Percent
Quality of instructors/coaches	17	25.8 %
Location of program facility	43	65.2 %
Quality of program facility	22	33.3 %
Cost of program/activity	33	50.0 %
Times program is offered	17	25.8 %
Friends participate in program	18	27.3 %
Dates program is offered	9	13.6 %
Other	2	3.0 %
Total	161	

Q2b. Other

Q2b. Other	Number	Percent
Friendly program for little kids	1	50.0 %
NEIGHBORHOOD PARK	1	50.0 %
Total	2	100.0 %

Q2c. (If YES to Question 2) Approximately how many different city special events offered by the City of Sugar Land Parks and Recreation Department have you or members of your household participated in over the past 12 months? City Special Events include: Cultural Kite Festival, Eggstravaganza, Memorial Day Ceremony, Star Spangled Spectacular, Halloween Town, Tree Lighting, NYE on the Square.

Q2c. How many different City special events have you participated in over past 12 months	Number	Percent
1 event	18	27.3 %
2 events	23	34.8 %
3 events	12	18.2 %
4 events	4	6.1 %
5+ events	2	3.0 %
Not provided	7	10.6 %
Total	66	100.0 %

Q3. From the following list, please check ALL the organizations and facilities that you and members of your household use for parks and recreation programs and cultural facilities.

Q3. Organizations & facilities that you use for parks & recreation programs & cultural facilities	Number	Percent
Private schools	34	8.5 %
Faith based community center	58	14.4 %
Private youth sports leagues	36	9.0 %
YMCA	26	6.5 %
Fort Bend Independent School District (FBISD)	99	24.6 %
City of Sugar Land Parks & Recreation Dept	145	36.1 %
City programmed special events	78	19.4 %
Cultural/arts facilities	48	11.9 %
Private clubs (tennis, health & fitness)	79	19.7 %
City of Houston parks	38	9.5 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	23	5.7 %
Homeowners association park & recreation	125	31.1 %
T E Harman Senior Center	47	11.7 %
Imperial Recreation Center	36	9.0 %
Houston Museum of Natural Science in Sugar Land	87	21.6 %
Other	20	5.0 %
<u>None, do not use any organizations</u>	<u>80</u>	<u>19.9 %</u>
Total	1059	

Q3. Other

Q3. Other	Number	Percent
Boy & girls scouts	1	5.9 %
Boy scouts	1	5.9 %
Children's museum	1	5.9 %
City maintained hike and bike trails	1	5.9 %
Constellation Field	2	11.8 %
Ft bend discovery centers	1	5.9 %
Fort Bend movies and more meetings	1	5.9 %
George Observatory	2	11.8 %
Jazzercize	1	5.9 %
Library	1	5.9 %
Private equestrian parks	1	5.9 %
Personal use	1	5.9 %
Skeeter Starium	1	5.9 %
Texas Running Company	1	5.9 %
<u>Recreational use</u>	<u>1</u>	<u>5.9 %</u>
Total	17	100.0 %

Q4. For the age group of 0 to 11, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services:

Q4. Top choice (0 to 11)	Number	Percent
Private schools	5	1.2 %
Faith based community center	2	0.5 %
Private youth sports leagues	11	2.7 %
YMCA	4	1.0 %
Fort Bend Independent School District (FBISD)	11	2.7 %
City of Sugar Land Parks & Recreation Dept	10	2.5 %
City programmed special events	3	0.7 %
Fort Bend County parks	5	1.2 %
Private clubs (tennis, health & fitness)	4	1.0 %
City of Houston parks	1	0.2 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	2	0.5 %
Homeowners association park & recreation	5	1.2 %
Imperial Recreation Center	3	0.7 %
Houston Museum of Natural Science in Sugar Land	4	1.0 %
Other	3	0.7 %
None, do not use any organizations	7	1.7 %
None chosen	322	80.1 %
Total	402	100.0 %

Q4. For the age group of 0 to 11, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services:

Q4. 2nd choice (0 to 11)	Number	Percent
Private schools	1	0.2 %
Faith based community center	4	1.0 %
Private youth sports leagues	6	1.5 %
Fort Bend Independent School District (FBISD)	4	1.0 %
City of Sugar Land Parks & Recreation Dept	11	2.7 %
City programmed special events	2	0.5 %
Cultural/arts facilities	1	0.2 %
Fort Bend County parks	1	0.2 %
Private clubs (tennis, health & fitness)	1	0.2 %
City of Houston parks	1	0.2 %
Homeowners association park & recreation	4	1.0 %
T E Harman Senior Center	1	0.2 %
Imperial Recreation Center	1	0.2 %
Houston Museum of Natural Science in Sugar Land	9	2.2 %
Other	1	0.2 %
None, do not use any organizations	2	0.5 %
None chosen	352	87.6 %
Total	402	100.0 %

SUM OF TOP 2 CHOICES

Q4. For the age group of 0 to 11, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services: (top 2)

Q4. Sum of Top 2 Choices (0 to11)	Number	Percent
Private schools	6	1.5 %
Faith based community center	6	1.5 %
Private youth sports leagues	17	4.2 %
YMCA	4	1.0 %
Fort Bend Independent School District (FBISD)	15	3.7 %
City of Sugar Land Parks & Recreation Dept	21	5.2 %
City programmed special events	5	1.2 %
Cultural/arts facilities	1	0.2 %
Fort Bend County parks	6	1.5 %
Private clubs (tennis, health & fitness)	5	1.2 %
City of Houston parks	2	0.5 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	2	0.5 %
Homeowners association park & recreation	9	2.2 %
T E Harman Senior Center	1	0.2 %
Imperial Recreation Center	4	1.0 %
Houston Museum of Natural Science in Sugar Land	13	3.2 %
Other	4	1.0 %
None, do not use any organizations	9	2.2 %
None chosen	322	80.1 %
Total	452	

Q4. For the age group of 12 to 17, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services:

Q4. Top choice (12 to 17)	Number	Percent
Private schools	4	1.0 %
Private youth sports leagues	9	2.2 %
Fort Bend Independent School District (FBISD)	27	6.7 %
City of Sugar Land Parks & Recreation Dept	10	2.5 %
City programmed special events	2	0.5 %
Fort Bend County parks	3	0.7 %
Private clubs (tennis, health & fitness)	1	0.2 %
City of Houston parks	1	0.2 %
Imperial Recreation Center	4	1.0 %
Houston Museum of Natural Science in Sugar Land	1	0.2 %
Other	1	0.2 %
None, do not use any organizations	17	4.2 %
None chosen	322	80.1 %
Total	402	100.0 %

Q4. For the age group of 12 to 17, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services:

Q4. 2nd choice (12 to 17)	Number	Percent
Private schools	1	0.2 %
Faith based community center	2	0.5 %
Private youth sports leagues	2	0.5 %
YMCA	1	0.2 %
Fort Bend Independent School District (FBISD)	2	0.5 %
City of Sugar Land Parks & Recreation Dept	8	2.0 %
City programmed special events	1	0.2 %
Cultural/arts facilities	1	0.2 %
Fort Bend County parks	2	0.5 %
Private clubs (tennis, health & fitness)	2	0.5 %
City of Houston parks	1	0.2 %
Homeowners association park & recreation	1	0.2 %
Imperial Recreation Center	2	0.5 %
Houston Museum of Natural Science in Sugar Land	5	1.2 %
Other	2	0.5 %
None, do not use any organizations	2	0.5 %
None chosen	367	91.3 %
Total	402	100.0 %

SUM OF TOP 2 CHOICES

Q4. For the age group of 12 to 17, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services: (top 2)

Q4. Sum of Top 2 Choices (12 to 17)	Number	Percent
Private schools	5	1.2 %
Faith based community center	2	0.5 %
Private youth sports leagues	11	2.7 %
YMCA	1	0.2 %
Fort Bend Independent School District (FBISD)	29	7.2 %
City of Sugar Land Parks & Recreation Dept	18	4.5 %
City programmed special events	3	0.7 %
Cultural/arts facilities	1	0.2 %
Fort Bend County parks	5	1.2 %
Private clubs (tennis, health & fitness)	3	0.7 %
City of Houston parks	2	0.5 %
Homeowners association park & recreation	1	0.2 %
Imperial Recreation Center	6	1.5 %
Houston Museum of Natural Science in Sugar Land	6	1.5 %
Other	3	0.7 %
None, do not use any organizations	19	4.7 %
None chosen	322	80.1 %
Total	437	

Q4. For the age group of 18 to 54, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services:

Q4. Top choice (18 to 54)	Number	Percent
Private schools	2	0.5 %
Faith based community center	9	2.2 %
Private youth sports leagues	5	1.2 %
YMCA	4	1.0 %
Fort Bend Independent School District (FBISD)	9	2.2 %
City of Sugar Land Parks & Recreation Dept	37	9.2 %
City programmed special events	10	2.5 %
Cultural/arts facilities	5	1.2 %
Fort Bend County parks	12	3.0 %
Private clubs (tennis, health & fitness)	23	5.7 %
City of Houston parks	4	1.0 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	2	0.5 %
Homeowners association park & recreation	9	2.2 %
T E Harman Senior Center	1	0.2 %
Imperial Recreation Center	3	0.7 %
Houston Museum of Natural Science in Sugar Land	4	1.0 %
Other	5	1.2 %
None, do not use any organizations	64	15.9 %
None chosen	194	48.3 %
Total	402	100.0 %

Q4. For the age group of 18 to 54, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services:

Q4. 2nd choice (18 to 54)	Number	Percent
Private schools	1	0.2 %
Faith based community center	5	1.2 %
YMCA	1	0.2 %
Fort Bend Independent School District (FBISD)	6	1.5 %
City of Sugar Land Parks & Recreation Dept	18	4.5 %
City programmed special events	5	1.2 %
Cultural/arts facilities	7	1.7 %
Fort Bend County parks	8	2.0 %
Private clubs (tennis, health & fitness)	7	1.7 %
City of Houston parks	3	0.7 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	3	0.7 %
Homeowners association park & recreation	14	3.5 %
Imperial Recreation Center	4	1.0 %
Houston Museum of Natural Science in Sugar Land	8	2.0 %
Other	3	0.7 %
None, do not use any organizations	3	0.7 %
None chosen	306	76.1 %
Total	402	100.0 %

SUM OF TOP 2 CHOICES

Q4. For the age group of 18 to 54, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services: (top 2)

Q4. Sum of Top 2 Choices (18 to 54)	Number	Percent
Private schools	3	0.7 %
Faith based community center	14	3.5 %
Private youth sports leagues	5	1.2 %
YMCA	5	1.2 %
Fort Bend Independent School District (FBISD)	15	3.7 %
City of Sugar Land Parks & Recreation Dept	55	13.7 %
City programmed special events	15	3.7 %
Cultural/arts facilities	12	3.0 %
Fort Bend County parks	20	5.0 %
Private clubs (tennis, health & fitness)	30	7.5 %
City of Houston parks	7	1.7 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	5	1.2 %
Homeowners association park & recreation	23	5.7 %
T E Harman Senior Center	1	0.2 %
Imperial Recreation Center	7	1.7 %
Houston Museum of Natural Science in Sugar Land	12	3.0 %
Other	8	2.0 %
None, do not use any organizations	67	16.7 %
<u>None chosen</u>	<u>194</u>	<u>48.3 %</u>
Total	498	

Q4. For the age group of 55 years or older, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services:

Q4. Top choice (55+)	Number	Percent
Private schools	2	0.5 %
Faith based community center	16	4.0 %
Private youth sports leagues	2	0.5 %
YMCA	9	2.2 %
Fort Bend Independent School District (FBISD)	1	0.2 %
City of Sugar Land Parks & Recreation Dept	39	9.7 %
City programmed special events	9	2.2 %
Cultural/arts facilities	4	1.0 %
Fort Bend County parks	11	2.7 %
Private clubs (tennis, health & fitness)	33	8.2 %
City of Houston parks	3	0.7 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	2	0.5 %
Homeowners association park & recreation	17	4.2 %
T E Harman Senior Center	26	6.5 %
Imperial Recreation Center	6	1.5 %
Houston Museum of Natural Science in Sugar Land	8	2.0 %
Other	11	2.7 %
None, do not use any organizations	61	15.2 %
None chosen	142	35.3 %
Total	402	100.0 %

Q4. For the age group of 55 years or older, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services:

Q4. 2nd choice (55+)	Number	Percent
Faith based community center	9	2.2 %
YMCA	2	0.5 %
Fort Bend Independent School District (FBISD)	2	0.5 %
City of Sugar Land Parks & Recreation Dept	16	4.0 %
City programmed special events	15	3.7 %
Cultural/arts facilities	6	1.5 %
Fort Bend County parks	8	2.0 %
Private clubs (tennis, health & fitness)	6	1.5 %
City of Houston parks	5	1.2 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	2	0.5 %
Homeowners association park & recreation	23	5.7 %
T E Harman Senior Center	7	1.7 %
Imperial Recreation Center	9	2.2 %
Houston Museum of Natural Science in Sugar Land	9	2.2 %
Other	3	0.7 %
None, do not use any organizations	2	0.5 %
None chosen	278	69.2 %
Total	402	100.0 %

SUM OF TOP 2 CHOICES

Q4. For the age group of 55 years or older, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services: (top 2)

Q4. Sum of Top 2 Choices	Number	Percent
Private schools	2	0.5 %
Faith based community center	25	6.2 %
Private youth sports leagues	2	0.5 %
YMCA	11	2.7 %
Fort Bend Independent School District (FBISD)	3	0.7 %
City of Sugar Land Parks & Recreation Dept	55	13.7 %
City programmed special events	24	6.0 %
Cultural/arts facilities	10	2.5 %
Fort Bend County parks	19	4.7 %
Private clubs (tennis, health & fitness)	39	9.7 %
City of Houston parks	8	2.0 %
Parks or recreation in Cities of Richmond/Rosenberg/Missouri		
City/ or other abutting cities	4	1.0 %
Homeowners association park & recreation	40	10.0 %
T E Harman Senior Center	33	8.2 %
Imperial Recreation Center	15	3.7 %
Houston Museum of Natural Science in Sugar Land	17	4.2 %
Other	14	3.5 %
None, do not use any organizations	63	15.7 %
<u>None chosen</u>	<u>142</u>	<u>35.3 %</u>
Total	526	

Q5. From the following list, please CHECK ALL the reasons that PREVENT you or other members of your household from using the City of Sugar Land Parks and Recreation Department outdoor parks, indoor recreation centers, and programs at all or more often.

Q5. Reasons that prevent you from using outdoor parks, indoor recreation centers, & programs at all or more often

	Number	Percent
Lack of time	175	43.5 %
Outdoor parks do not have adequate passive relaxation space	26	6.5 %
Outdoor parks do not have adequate fields	4	1.0 %
Outdoor parks are not easy to get to	13	3.2 %
Outdoor parks lack right kind/quality of amenities	31	7.7 %
Rec or Senior centers are not easy to get to	14	3.5 %
Rec or Senior center hours are not convenient	10	2.5 %
Rec or Senior centers lack right type/quality of equipment	12	3.0 %
Desired program(s) are not offered	32	8.0 %
Program times are not convenient	33	8.2 %
Location of programs are not convenient	10	2.5 %
Program fees are not reasonable	7	1.7 %
Lack of awareness about programs	118	29.4 %
Difficult to register for programs	8	2.0 %
Programs are full	15	3.7 %
Use services from other providers (e.g., HOA facilities & programs)	43	10.7 %
I'm interested, but have not explored yet	114	28.4 %
Other	41	10.2 %
Total	706	

Q5. Other

Q5. Other	Number	Percent
Dog parks are not clean	1	2.6 %
Few shaded areas	1	2.6 %
Have neither the time nor inclination to do so	1	2.6 %
I usually don't hear about events until it is too late	1	2.6 %
Lack of bike paths	1	2.6 %
Lack of shade during summer months	1	2.6 %
Lack of shade trees	1	2.6 %
Length of trails are too short, lack of shade	1	2.6 %
Mosquitos are terrible	1	2.6 %
Need longer pool times	1	2.6 %
Need more tennis courts	1	2.6 %
No bike trails connecting sl mem park to others	1	2.6 %
Not enough shade in summer or hot weather	1	2.6 %
No good reason	1	2.6 %
No participation of outdoor programs during hot weather	1	2.6 %
Not interested	6	15.4 %
Outdoor parks don't allow horses	1	2.6 %
Packed with people at times I can use	1	2.6 %
Pool aerobics exercise weight room	1	2.6 %
Prefer zoo and museums so go to Houston	1	2.6 %
River flooding	1	2.6 %
Rec center fees	1	2.6 %
Small parking	1	2.6 %
Sometimes parking is not available	1	2.6 %
Slockett Park seems unsafe without adequate lights	1	2.6 %
Too old	1	2.6 %
There are not enough trees/shades at the park	1	2.6 %
Too hot and Imperial Park gets too crowded for relaxing	1	2.6 %
Use private club and private businesses for activities	1	2.6 %
Weather	1	2.6 %
Too hot	3	7.7 %
Weather in Houston	1	2.6 %
Total	39	100.0 %

Q6. In thinking about parks in Sugar Land, how would you compare them with other cities with which you are familiar? Would you say they are...

Q6. How would you compare parks in Sugar Land
with other cities with which you are familiar

	Number	Percent
Much better	104	25.9 %
Better	150	37.3 %
Worse	19	4.7 %
Much worse	1	0.2 %
No opinion	122	30.3 %
Not provided	6	1.5 %
Total	402	100.0 %

Q6a. List the cities you are comparing with Sugar Land:

Q6a. Other cities	Number	Percent
Abilene TX	1	0.4 %
Alled	1	0.4 %
Atlanta, Marietta	1	0.4 %
Austin	1	0.4 %
Austin, Dallas	1	0.4 %
Austin, San Antonio	1	0.4 %
Austin, Sioux Falls, SD	1	0.4 %
Bellaire	1	0.4 %
Boston, MA	1	0.4 %
Chino Hills, CA	1	0.4 %
Champaign, IL, Cincinnati, OH	1	0.4 %
Cincinnati, OH	1	0.4 %
Columbus, OH	1	0.4 %
Chicago	1	0.4 %
Chicago, Baltimore	1	0.4 %
City of Houston Memorial Park	1	0.4 %
College Station	2	0.8 %
Dallas, Houston, Cypress, Spring	1	0.4 %
Dayton, OH	1	0.4 %
Denver	1	0.4 %
Eau Claire, WS; Katy, TX	1	0.4 %
Frankfurt Germany	1	0.4 %
Frisco & McKinney, TX	1	0.4 %
Galveston, Clear Lake	1	0.4 %
Houston, Austin	1	0.4 %
Houston, Dallas, El Paso	1	0.4 %
Houston, Ft Bend CO	1	0.4 %
Houston, Galveston	1	0.4 %
Houston, Humble	1	0.4 %
Houston, Lafayette LA	1	0.4 %
Houston, Louisville KY	1	0.4 %
Houston, Meadows	1	0.4 %
Houston, San Antonio, Rosenberg, Richmond, Victoria, Missouri City, Stafford	1	0.4 %
Humble, Pasadena	1	0.4 %
Houston	82	34.7 %
Houston and San Francisco	1	0.4 %
Houston, Alvin	1	0.4 %
Houston, Atlanta	1	0.4 %
Houston, Dallas	3	1.3 %
Houston, Katy	2	0.8 %
Houston, Missouri City	10	4.2 %
Houston, Missouri City, Richmond, Rosenberg	1	0.4 %
Houston, Richmond	4	1.7 %
Houston, Richmond, Rosenberg	1	0.4 %
Houston, San Antonio, Austin	1	0.4 %

Q6a. List the cities you are comparing with Sugar Land:

Q6a. Other cities	Number	Percent
Houston/New York	1	0.4 %
Huntington, NY	1	0.4 %
Katy	3	1.3 %
Katy, Cy Fair	1	0.4 %
Kay, Stafford	1	0.4 %
Kerrville	1	0.4 %
Kingwood	1	0.4 %
Katy, Houston, Baton Rouge	1	0.4 %
Leesburg, VA	1	0.4 %
Larger	1	0.4 %
Madison MS	1	0.4 %
Markham ON, Calgary AB	1	0.4 %
McAllen TX	1	0.4 %
McKenney, TX	1	0.4 %
Meadows	1	0.4 %
Memorial	1	0.4 %
Midland, Missouri City, Rosenberg, Richmond	1	0.4 %
Missouri City, Richmond, Stafford, Rosenberg	1	0.4 %
Monticello MN, Wheaton TX	1	0.4 %
Missouri City	15	6.4 %
Nashville TN	1	0.4 %
New Jersey (West Windsor)	1	0.4 %
New Orleans, Lafayette	1	0.4 %
New York	1	0.4 %
New York City	1	0.4 %
NYC, Boston, Portland	1	0.4 %
NYC, Chicago, LA, Socorro	1	0.4 %
New Orleans	1	0.4 %
New York Central Park	1	0.4 %
Orange, Decatur, TX	1	0.4 %
Pearland, Houston	1	0.4 %
Phoenix, Houston	1	0.4 %
Plano, Houston, Irving, Dallas	1	0.4 %
Port St Lucie FL	1	0.4 %
Pasadena	1	0.4 %
Pearland	1	0.4 %
Plano, TX	1	0.4 %
Portland, Oregon	1	0.4 %
Richmond, Ros, Katy, Cyfair	1	0.4 %
Rockwall, TX	1	0.4 %
Richardson, TX; Naperville, IL; Katy, TX	1	0.4 %
Richmond TX	1	0.4 %
Richmond, Missouri City	1	0.4 %
Richmond, Rosenberg	5	2.1 %
Richmond, Rosenberg, Missouri City	2	0.8 %

Q6a. List the cities you are comparing with Sugar Land:

<u>Q6a. Other cities</u>	<u>Number</u>	<u>Percent</u>
Rosenberg, Wharton, Missouri City	1	0.4 %
Saline, Northville, Bloomfield Hills, Rockford MI	1	0.4 %
San Jose, CA	1	0.4 %
Schertz, TX	1	0.4 %
Scremban, Mason City	1	0.4 %
San Antonio	2	0.8 %
Seattle, WA; Central Park, NY; Fort Worth & Dallas & Allen, Tx	1	0.4 %
Stafford, Missouri City	3	1.3 %
Stafford, Missouri City, Houston, Richmond	2	0.8 %
Tulsa, Oklahoma	1	0.4 %
Tampa, FL	1	0.4 %
Vancouver, Seattle, Montreal	1	0.4 %
Vienna VA, Kailua HI	1	0.4 %
Ventura, CA, Lafayette, LA	1	0.4 %
Virginia and Florida	1	0.4 %
Webster	1	0.4 %
Woodlands	4	1.7 %
Woodlands, Katy, Richmond	1	0.4 %
Woodland, Katy	1	0.4 %
Woodlands, Montgomery	1	0.4 %
Woodlands, San Antonio, Houston	1	0.4 %
Total	236	100.0 %

Q7. The City of Sugar Land Parks and Recreation Department is funded by various sources, including the taxes and fees you pay as a resident of Sugar Land. Based on your experience to date, would you say that for the money you pay, the services they provide are a...

<u>Q7. What would you say the services provided</u>	<u>Number</u>	<u>Percent</u>
Great value	75	18.7 %
Good value	152	37.8 %
Fair value	96	23.9 %
Poor value	24	6.0 %
No opinion	48	11.9 %
Not provided	7	1.7 %
Total	402	100.0 %

Q8. Please indicate if you or any members of your HOUSEHOLD have a need for each of the parks, trails, or recreation facilities listed below.

(N=402)

	Yes	No
Q8-1. Paved walking & biking trails within parks	73.6%	26.4%
Q8-2. Nature trails for walking/biking within parks	64.7%	35.3%
Q8-3. Natural areas & wildlife habitat	48.3%	51.7%
Q8-4. Picnic shelters/areas	44.3%	55.7%
Q8-5. Shade elements	60.7%	39.3%
Q8-6. Playgrounds	36.1%	63.9%
Q8-7. Fishing areas	24.1%	75.9%
Q8-8. Canoe/kayak/or other passive boating areas	27.4%	72.6%
Q8-9. Dog parks	33.8%	66.2%
Q8-10. Outdoor swimming pools	34.1%	65.9%
Q8-11. Spray parks	18.7%	81.3%
Q8-12. Outdoor tennis courts	21.4%	78.6%
Q8-13. Outdoor basketball courts	18.2%	81.8%
Q8-14. Outdoor volleyball courts	10.9%	89.1%
Q8-15. Unprogrammed passive recreation space	23.1%	76.9%
Q8-16. Unprogrammed multi-sport fields (e.g., rugby, soccer, cricket, ultimate Frisbee)	15.9%	84.1%
Q8-17. Youth league recreation baseball fields	10.4%	89.6%
Q8-18. Youth league recreation softball fields	7.7%	92.3%
Q8-19. Youth league recreation soccer or cricket fields	13.7%	86.3%
Q8-20. Youth athletic fields (competitive fields)	11.2%	88.8%
Q8-21. Adult soccer athletic fields (League recreation)	7.5%	92.5%

Q8. Please indicate if you or any members of your HOUSEHOLD have a need for each of the parks, trails, or recreation facilities listed below.

	Yes	No
Q8-22. Adult softball athletic fields (League recreation)	5.7%	94.3%
Q8-23. Skateboard parks	8.7%	91.3%
Q8-24. Outdoor performance space/amphitheaters	38.8%	61.2%
Q8-25. Outdoor special event rental space	18.9%	81.1%
Q8-26. Outdoor fitness equipment	22.1%	77.9%
Q8-27. Indoor exercise & fitness facilities	41.5%	58.5%
Q8-28. Indoor gymnasiums (e.g., basketball, volleyball, large group exercise, etc.)	24.1%	75.9%
Q8-29. Indoor swimming pool/aquatic center	33.3%	66.7%
Q8-30. Community garden with rentable plots	20.9%	79.1%
Q8-31. Kayak/canoe rentals at Oyster Creek & Brazos River	25.1%	74.9%
Q8-32. Paddle boat rentals at a future lake at Brazos River Park	25.1%	74.9%
Q8-33. Other	5.0%	95.0%

Q8. If YES, please rate the following facilities on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

(N=372)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q8-1. Paved walking & biking trails within parks	35.8%	34.4%	19.6%	7.7%	2.5%
Q8-2. Nature trails for walking/biking within parks	26.6%	29.0%	24.6%	16.1%	3.6%
Q8-3. Natural areas & wildlife habitat	20.9%	20.9%	28.0%	18.7%	11.5%
Q8-4. Picnic shelters/areas	24.4%	25.0%	33.1%	15.7%	1.7%
Q8-5. Shade elements	14.3%	22.9%	36.8%	21.2%	4.8%
Q8-6. Playgrounds	29.5%	38.8%	23.0%	7.2%	1.4%
Q8-7. Fishing areas	13.5%	24.7%	25.8%	24.7%	11.2%
Q8-8. Canoe/kayak/or other passive boating areas	12.1%	14.0%	21.5%	26.2%	26.2%
Q8-9. Dog parks	39.1%	25.0%	18.0%	12.5%	5.5%
Q8-10. Outdoor swimming pools	34.4%	25.2%	18.3%	13.7%	8.4%
Q8-11. Spray parks	16.9%	14.1%	21.1%	23.9%	23.9%
Q8-12. Outdoor tennis courts	25.9%	25.9%	22.2%	16.0%	9.9%
Q8-13. Outdoor basketball courts	13.4%	16.4%	26.9%	22.4%	20.9%
Q8-14. Outdoor volleyball courts	16.7%	7.1%	35.7%	21.4%	19.0%
Q8-15. Unprogrammed passive recreation space	20.7%	28.7%	29.9%	13.8%	6.9%
Q8-16. Unprogrammed multi-sport fields (e.g., rugby, soccer, cricket, ultimate Frisbee)	18.0%	16.4%	31.1%	19.7%	14.8%
Q8-17. Youth league recreation baseball fields	37.5%	35.0%	10.0%	7.5%	10.0%
Q8-18. Youth league recreation softball fields	33.3%	36.7%	6.7%	13.3%	10.0%
Q8-19. Youth league recreation soccer or cricket fields	25.9%	27.8%	20.4%	11.1%	14.8%
Q8-20. Youth athletic fields (competitive fields)	22.7%	29.5%	25.0%	18.2%	4.5%
Q8-21. Adult soccer athletic fields (League recreation)	17.2%	27.6%	31.0%	17.2%	6.9%

Q8. If YES, please rate the following facilities on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

	100% Met	75% Met	50% Met	25% Met	0% Met
Q8-22. Adult softball athletic fields (League recreation)	19.0%	19.0%	14.3%	33.3%	14.3%
Q8-23. Skateboard parks	15.2%	24.2%	27.3%	12.1%	21.2%
Q8-24. Outdoor performance space/amphitheaters	8.1%	18.8%	28.2%	25.5%	19.5%
Q8-25. Outdoor special event rental space	16.7%	19.4%	27.8%	22.2%	13.9%
Q8-26. Outdoor fitness equipment	5.8%	14.0%	23.3%	31.4%	25.6%
Q8-27. Indoor exercise & fitness facilities	11.5%	10.9%	25.6%	29.5%	22.4%
Q8-28. Indoor gymnasiums (e.g., basketball, volleyball, large group exercise, etc.)	8.6%	9.7%	25.8%	30.1%	25.8%
Q8-29. Indoor swimming pool/aquatic center	7.9%	9.5%	12.7%	27.0%	42.9%
Q8-30. Community garden with rentable plots	1.3%	5.1%	17.7%	16.5%	59.5%
Q8-31. Kayak/canoe rentals at Oyster Creek & Brazos River	10.4%	13.5%	18.8%	18.8%	38.5%
Q8-32. Paddle boat rentals at a future lake at Brazos River Park	7.4%	5.3%	13.8%	12.8%	60.6%
Q8-33. Other	13.3%	6.7%	20.0%	26.7%	33.3%

Q8. Other

<u>Q8-33. Other</u>	<u>Number</u>	<u>Percent</u>
Bike trails connecting parks	1	5.0 %
Bike/walking trails to community resources	1	5.0 %
Bike racks-covered	1	5.0 %
Connect trails	1	5.0 %
Designated place for model rockets & rec airplanes	1	5.0 %
Disc golf courses	1	5.0 %
Equestrian parks	1	5.0 %
Green space	1	5.0 %
Indoor meeting rooms	1	5.0 %
Jogging trails	1	5.0 %
More bigger farmers' market	1	5.0 %
More bike trails	1	5.0 %
Municipal golf course	1	5.0 %
Private reserved covered area like a gazebo	1	5.0 %
Paved walks	1	5.0 %
Quit wasting my tax dollars	1	5.0 %
Senior exercise	1	5.0 %
Workout facility	1	5.0 %
Clearer information about what parks/trails are handicap accessible	1	5.0 %
<u>Remote control car and airplane flying areas</u>	<u>1</u>	<u>5.0 %</u>
Total	20	100.0 %

Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. Top choice	Number	Percent
Paved walking & biking trails within parks	108	26.9 %
Nature trails for walking/biking within parks	49	12.2 %
Natural areas & wildlife habitat	8	2.0 %
Picnic shelters/areas	5	1.2 %
Shade elements	18	4.5 %
Playgrounds	13	3.2 %
Fishing areas	6	1.5 %
Canoe/kayak/or other passive boating areas	1	0.2 %
Dog parks	22	5.5 %
Outdoor swimming pools	5	1.2 %
Spray parks	2	0.5 %
Outdoor tennis courts	3	0.7 %
Outdoor basketball courts	3	0.7 %
Outdoor volleyball courts	1	0.2 %
Unprogrammed passive recreation space	1	0.2 %
Unprogrammed multi-sport fields (e.g., rugby, soccer, cricket, ultimate Frisbee)	3	0.7 %
Youth league recreation baseball fields	1	0.2 %
Youth league recreation soccer or cricket fields	7	1.7 %
Outdoor performance space/amphitheaters	9	2.2 %
Outdoor fitness equipment	2	0.5 %
Indoor exercise & fitness facilities	18	4.5 %
Indoor gymnasiums (e.g., basketball, volleyball, large group exercise, etc.)	5	1.2 %
Indoor swimming pool/aquatic center	16	4.0 %
Community garden with rentable plots	1	0.2 %
Kayak/canoe rentals at Oyster Creek & Brazos River	5	1.2 %
Paddle boat rentals at a future lake at Brazos River Park	3	0.7 %
Other	9	2.2 %
None chosen	78	19.4 %
Total	402	100.0 %

Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 2nd choice	Number	Percent
Paved walking & biking trails within parks	36	9.0 %
Nature trails for walking/biking within parks	60	14.9 %
Natural areas & wildlife habitat	15	3.7 %
Picnic shelters/areas	17	4.2 %
Shade elements	37	9.2 %
Playgrounds	17	4.2 %
Fishing areas	4	1.0 %
Canoe/kayak/or other passive boating areas	6	1.5 %
Dog parks	12	3.0 %
Outdoor swimming pools	12	3.0 %
Spray parks	3	0.7 %
Outdoor tennis courts	5	1.2 %
Outdoor basketball courts	1	0.2 %
Unprogrammed passive recreation space	2	0.5 %
Unprogrammed multi-sport fields (e.g., rugby, soccer, cricket, ultimate Frisbee)	2	0.5 %
Youth league recreation baseball fields	4	1.0 %
Youth league recreation soccer or cricket fields	3	0.7 %
Youth athletic fields (competitive fields)	2	0.5 %
Adult soccer athletic fields (League recreation)	1	0.2 %
Adult softball athletic fields (League recreation)	2	0.5 %
Outdoor performance space/amphitheaters	11	2.7 %
Outdoor special event rental space	1	0.2 %
Outdoor fitness equipment	2	0.5 %
Indoor exercise & fitness facilities	15	3.7 %
Indoor gymnasiums (e.g., basketball, volleyball, large group exercise, etc.)	6	1.5 %
Indoor swimming pool/aquatic center	12	3.0 %
Community garden with rentable plots	4	1.0 %
Kayak/canoe rentals at Oyster Creek & Brazos River	6	1.5 %
Paddle boat rentals at a future lake at Brazos River Park	7	1.7 %
Other	3	0.7 %
None chosen	94	23.4 %
Total	402	100.0 %

Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 3rd choice	Number	Percent
Paved walking & biking trails within parks	22	5.5 %
Nature trails for walking/biking within parks	28	7.0 %
Natural areas & wildlife habitat	24	6.0 %
Picnic shelters/areas	16	4.0 %
Shade elements	28	7.0 %
Playgrounds	18	4.5 %
Fishing areas	13	3.2 %
Canoe/kayak/or other passive boating areas	10	2.5 %
Dog parks	12	3.0 %
Outdoor swimming pools	11	2.7 %
Spray parks	4	1.0 %
Outdoor tennis courts	4	1.0 %
Outdoor basketball courts	11	2.7 %
Outdoor volleyball courts	1	0.2 %
Unprogrammed passive recreation space	4	1.0 %
Unprogrammed multi-sport fields (e.g., rugby, soccer, cricket, ultimate Frisbee)	2	0.5 %
Youth league recreation baseball fields	3	0.7 %
Youth league recreation softball fields	1	0.2 %
Youth league recreation soccer or cricket fields	3	0.7 %
Youth athletic fields (competitive fields)	1	0.2 %
Adult soccer athletic fields (League recreation)	1	0.2 %
Adult softball athletic fields (League recreation)	1	0.2 %
Outdoor performance space/amphitheaters	10	2.5 %
Outdoor fitness equipment	2	0.5 %
Indoor exercise & fitness facilities	18	4.5 %
Indoor gymnasiums (e.g., basketball, volleyball, large group exercise, etc.)	4	1.0 %
Indoor swimming pool/aquatic center	15	3.7 %
Community garden with rentable plots	10	2.5 %
Kayak/canoe rentals at Oyster Creek & Brazos River	6	1.5 %
Paddle boat rentals at a future lake at Brazos River Park	8	2.0 %
None chosen	111	27.6 %
Total	402	100.0 %

Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household?

Q9. 4th choice	Number	Percent
Paved walking & biking trails within parks	15	3.7 %
Nature trails for walking/biking within parks	15	3.7 %
Natural areas & wildlife habitat	20	5.0 %
Picnic shelters/areas	22	5.5 %
Shade elements	21	5.2 %
Playgrounds	12	3.0 %
Fishing areas	8	2.0 %
Canoe/kayak/or other passive boating areas	9	2.2 %
Dog parks	12	3.0 %
Outdoor swimming pools	15	3.7 %
Spray parks	1	0.2 %
Outdoor tennis courts	4	1.0 %
Outdoor basketball courts	4	1.0 %
Unprogrammed passive recreation space	3	0.7 %
Unprogrammed multi-sport fields (e.g., rugby, soccer, cricket, ultimate Frisbee)	3	0.7 %
Youth league recreation soccer or cricket fields	2	0.5 %
Youth athletic fields (competitive fields)	2	0.5 %
Adult softball athletic fields (League recreation)	1	0.2 %
Skateboard parks	1	0.2 %
Outdoor performance space/amphitheaters	14	3.5 %
Outdoor special event rental space	2	0.5 %
Outdoor fitness equipment	9	2.2 %
Indoor exercise & fitness facilities	10	2.5 %
Indoor gymnasiums (e.g., basketball, volleyball, large group exercise, etc.)	5	1.2 %
Indoor swimming pool/aquatic center	17	4.2 %
Community garden with rentable plots	8	2.0 %
Kayak/canoe rentals at Oyster Creek & Brazos River	9	2.2 %
Paddle boat rentals at a future lake at Brazos River Park	9	2.2 %
Other	4	1.0 %
None chosen	145	36.1 %
Total	402	100.0 %

SUM OF TOP 4 CHOICES**Q9. Which FOUR of the facilities from the list in Question 8 are MOST IMPORTANT to your household? (top 4)**

Q9. Sum of Top 4 Choices	Number	Percent
Paved walking & biking trails within parks	181	45.0 %
Nature trails for walking/biking within parks	152	37.8 %
Natural areas & wildlife habitat	67	16.7 %
Picnic shelters/areas	60	14.9 %
Shade elements	104	25.9 %
Playgrounds	60	14.9 %
Fishing areas	31	7.7 %
Canoe/kayak/or other passive boating areas	26	6.5 %
Dog parks	58	14.4 %
Outdoor swimming pools	43	10.7 %
Spray parks	10	2.5 %
Outdoor tennis courts	16	4.0 %
Outdoor basketball courts	19	4.7 %
Outdoor volleyball courts	2	0.5 %
Unprogrammed passive recreation space	10	2.5 %
Unprogrammed multi-sport fields (e.g., rugby, soccer, cricket, ultimate Frisbee)	10	2.5 %
Youth league recreation baseball fields	8	2.0 %
Youth league recreation softball fields	1	0.2 %
Youth league recreation soccer or cricket fields	15	3.7 %
Youth athletic fields (competitive fields)	5	1.2 %
Adult soccer athletic fields (League recreation)	2	0.5 %
Adult softball athletic fields (League recreation)	4	1.0 %
Skateboard parks	1	0.2 %
Outdoor performance space/amphitheaters	44	10.9 %
Outdoor special event rental space	3	0.7 %
Outdoor fitness equipment	15	3.7 %
Indoor exercise & fitness facilities	61	15.2 %
Indoor gymnasiums (e.g., basketball, volleyball, large group exercise, etc.)	20	5.0 %
Indoor swimming pool/aquatic center	60	14.9 %
Community garden with rentable plots	23	5.7 %
Kayak/canoe rentals at Oyster Creek & Brazos River	26	6.5 %
Paddle boat rentals at a future lake at Brazos River Park	27	6.7 %
Other	16	4.0 %
None chosen	78	19.4 %
Total	1258	

Q10. Please indicate if you or any members of your HOUSEHOLD have a need for each of the recreation or cultural programs listed below.

(N=402)

	Yes	No
Q10-1. Youth learn to swim programs	16.7%	83.3%
Q10-2. Adult learn to swim programs	17.4%	82.6%
Q10-3. Water fitness programs	26.4%	73.6%
Q10-4. Tennis lessons & leagues	17.4%	82.6%
Q10-5. Youth athletic leagues (recreation)	11.7%	88.3%
Q10-6. Youth athletic leagues (competitive)	11.4%	88.6%
Q10-7. Youth fitness & wellness programs	9.5%	90.5%
Q10-8. Programs for teens	13.4%	86.6%
Q10-9. Youth art, dance, performing arts	10.9%	89.1%
Q10-10. Adult art, dance, performing arts	22.9%	77.1%
Q10-11. Adult fitness & wellness programs	42.8%	57.2%
Q10-12. Adult leisure learning programs	34.8%	65.2%
Q10-13. Senior fitness & wellness programs	30.3%	69.7%
Q10-14. Senior leisure learning programs	27.1%	72.9%
Q10-15. Programs for people with disabilities	8.0%	92.0%
Q10-16. Summer camps	12.7%	87.3%
Q10-17. Cultural events & programs	43.3%	56.7%
Q10-18. City special events	43.5%	56.5%
Q10-19. Concerts and/or performing arts	55.0%	45.0%
Q10-20. Outdoor fairs & festivals	54.5%	45.5%
Q10-21. Athletic special events, i.e. foot races, etc.	15.2%	84.8%
Q10-22. Nature education/eco-tourism	26.1%	73.9%
Q10-23. Other	1.5%	98.5%

Q10. If YES, please rate the following PROGRAMS on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

(N=329)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q10-1. Youth learn to swim programs	15.5%	15.5%	24.1%	15.5%	29.3%
Q10-2. Adult learn to swim programs	9.7%	6.5%	19.4%	21.0%	43.5%
Q10-3. Water fitness programs	6.5%	5.4%	25.0%	16.3%	46.7%
Q10-4. Tennis lessons & leagues	4.6%	10.8%	36.9%	21.5%	26.2%
Q10-5. Youth athletic leagues (recreation)	14.6%	24.4%	26.8%	22.0%	12.2%
Q10-6. Youth athletic leagues (competitive)	18.4%	31.6%	21.1%	21.1%	7.9%
Q10-7. Youth fitness & wellness programs	5.6%	16.7%	33.3%	25.0%	19.4%
Q10-8. Programs for teens	3.8%	9.6%	25.0%	25.0%	36.5%
Q10-9. Youth art, dance, performing arts	2.5%	10.0%	22.5%	35.0%	30.0%
Q10-10. Adult art, dance, performing arts	4.9%	11.1%	32.1%	32.1%	19.8%
Q10-11. Adult fitness & wellness programs	9.5%	12.2%	40.8%	19.0%	18.4%
Q10-12. Adult leisure learning programs	3.3%	11.5%	36.1%	26.2%	23.0%
Q10-13. Senior fitness & wellness programs	10.9%	20.0%	32.7%	20.9%	15.5%
Q10-14. Senior leisure learning programs	6.0%	17.0%	39.0%	22.0%	16.0%
Q10-15. Programs for people with disabilities	6.3%	15.6%	21.9%	25.0%	31.3%
Q10-16. Summer camps	11.1%	8.9%	35.6%	28.9%	15.6%
Q10-17. Cultural events & programs	9.5%	22.2%	35.4%	22.2%	10.8%
Q10-18. City special events	15.6%	29.4%	35.0%	15.0%	5.0%
Q10-19. Concerts and/or performing arts	8.7%	16.9%	35.9%	25.1%	13.3%
Q10-20. Outdoor fairs & festivals	8.2%	24.0%	32.7%	22.4%	12.8%
Q10-21. Athletic special events, i.e. foot races, etc.	9.8%	21.6%	35.3%	21.6%	11.8%
Q10-22. Nature education/eco-tourism	6.4%	10.6%	34.0%	26.6%	22.3%
Q10-23. Other	0.0%	0.0%	20.0%	0.0%	80.0%

Q10. Other

Q10-23. Other	Number	Percent
City tennis tournaments	1	16.7 %
Horse shows	1	16.7 %
Program to learn musical instruments	1	16.7 %
Quit wasting my tax dollars	1	16.7 %
Senior Softball	1	16.7 %
Competitive biking	1	16.7 %
Total	6	100.0 %

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. Top choice	Number	Percent
Youth learn to swim programs	18	4.5 %
Adult learn to swim programs	16	4.0 %
Water fitness programs	10	2.5 %
Tennis lessons & leagues	8	2.0 %
Youth athletic leagues (recreation)	7	1.7 %
Youth athletic leagues (competitive)	13	3.2 %
Youth fitness & wellness programs	5	1.2 %
Programs for teens	7	1.7 %
Youth art, dance, performing arts	4	1.0 %
Adult art, dance, performing arts	8	2.0 %
Adult fitness & wellness programs	37	9.2 %
Adult leisure learning programs	10	2.5 %
Senior fitness & wellness programs	34	8.5 %
Senior leisure learning programs	4	1.0 %
Programs for people with disabilities	6	1.5 %
Summer camps	5	1.2 %
Cultural events & programs	28	7.0 %
City special events	13	3.2 %
Concerts and/or performing arts	41	10.2 %
Outdoor fairs & festivals	16	4.0 %
Athletic special events, i.e. foot races, etc.	3	0.7 %
Nature education/eco-tourism	7	1.7 %
Other	5	1.2 %
None chosen	97	24.1 %
Total	402	100.0 %

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 2nd choice	Number	Percent
Youth learn to swim programs	5	1.2 %
Adult learn to swim programs	11	2.7 %
Water fitness programs	15	3.7 %
Tennis lessons & leagues	5	1.2 %
Youth athletic leagues (recreation)	7	1.7 %
Youth athletic leagues (competitive)	4	1.0 %
Youth fitness & wellness programs	2	0.5 %
Programs for teens	8	2.0 %
Youth art, dance, performing arts	4	1.0 %
Adult art, dance, performing arts	7	1.7 %
Adult fitness & wellness programs	26	6.5 %
Adult leisure learning programs	16	4.0 %
Senior fitness & wellness programs	19	4.7 %
Senior leisure learning programs	24	6.0 %
Programs for people with disabilities	3	0.7 %
Summer camps	6	1.5 %
Cultural events & programs	19	4.7 %
City special events	24	6.0 %
Concerts and/or performing arts	30	7.5 %
Outdoor fairs & festivals	44	10.9 %
Athletic special events, i.e. foot races, etc.	3	0.7 %
Nature education/eco-tourism	1	0.2 %
None chosen	119	29.6 %
Total	402	100.0 %

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 3rd choice	Number	Percent
Youth learn to swim programs	9	2.2 %
Adult learn to swim programs	6	1.5 %
Water fitness programs	11	2.7 %
Tennis lessons & leagues	5	1.2 %
Youth athletic leagues (recreation)	2	0.5 %
Youth athletic leagues (competitive)	3	0.7 %
Youth fitness & wellness programs	2	0.5 %
Programs for teens	6	1.5 %
Youth art, dance, performing arts	2	0.5 %
Adult art, dance, performing arts	12	3.0 %
Adult fitness & wellness programs	6	1.5 %
Adult leisure learning programs	17	4.2 %
Senior fitness & wellness programs	14	3.5 %
Senior leisure learning programs	13	3.2 %
Programs for people with disabilities	6	1.5 %
Summer camps	9	2.2 %
Cultural events & programs	25	6.2 %
City special events	31	7.7 %
Concerts and/or performing arts	38	9.5 %
Outdoor fairs & festivals	29	7.2 %
Athletic special events, i.e. foot races, etc.	4	1.0 %
Nature education/eco-tourism	12	3.0 %
None chosen	140	34.8 %
Total	402	100.0 %

Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 4th choice	Number	Percent
Youth learn to swim programs	6	1.5 %
Adult learn to swim programs	3	0.7 %
Water fitness programs	15	3.7 %
Tennis lessons & leagues	5	1.2 %
Youth athletic leagues (recreation)	1	0.2 %
Youth athletic leagues (competitive)	2	0.5 %
Youth fitness & wellness programs	3	0.7 %
Youth art, dance, performing arts	2	0.5 %
Adult art, dance, performing arts	6	1.5 %
Adult fitness & wellness programs	10	2.5 %
Adult leisure learning programs	13	3.2 %
Senior fitness & wellness programs	11	2.7 %
Senior leisure learning programs	12	3.0 %
Programs for people with disabilities	5	1.2 %
Summer camps	5	1.2 %
Cultural events & programs	21	5.2 %
City special events	13	3.2 %
Concerts and/or performing arts	32	8.0 %
Outdoor fairs & festivals	42	10.4 %
Athletic special events, i.e. foot races, etc.	5	1.2 %
Nature education/eco-tourism	20	5.0 %
Other	1	0.2 %
None chosen	169	42.0 %
Total	402	100.0 %

SUM OF TOP 4 CHOICES**Q11. Which FOUR of the programs from the list in Question 10 are MOST IMPORTANT to your household? (top 4)**

<u>Q11. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	38	9.5 %
Adult learn to swim programs	36	9.0 %
Water fitness programs	51	12.7 %
Tennis lessons & leagues	23	5.7 %
Youth athletic leagues (recreation)	17	4.2 %
Youth athletic leagues (competitive)	22	5.5 %
Youth fitness & wellness programs	12	3.0 %
Programs for teens	21	5.2 %
Youth art, dance, performing arts	12	3.0 %
Adult art, dance, performing arts	33	8.2 %
Adult fitness & wellness programs	79	19.7 %
Adult leisure learning programs	56	13.9 %
Senior fitness & wellness programs	78	19.4 %
Senior leisure learning programs	53	13.2 %
Programs for people with disabilities	20	5.0 %
Summer camps	25	6.2 %
Cultural events & programs	93	23.1 %
City special events	81	20.1 %
Concerts and/or performing arts	141	35.1 %
Outdoor fairs & festivals	131	32.6 %
Athletic special events, i.e. foot races, etc.	15	3.7 %
Nature education/eco-tourism	40	10.0 %
Other	6	1.5 %
None chosen	97	24.1 %
Total	1180	

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Sugar Land Parks and Recreation Department facilities?

Q12. Top choice	Number	Percent
Youth learn to swim programs	4	1.0 %
Water fitness programs	2	0.5 %
Tennis lessons & leagues	4	1.0 %
Youth athletic leagues (recreation)	5	1.2 %
Youth athletic leagues (competitive)	16	4.0 %
Youth fitness & wellness programs	1	0.2 %
Programs for teens	1	0.2 %
Adult art, dance, performing arts	2	0.5 %
Adult fitness & wellness programs	18	4.5 %
Adult leisure learning programs	3	0.7 %
Senior fitness & wellness programs	14	3.5 %
Senior leisure learning programs	7	1.7 %
Programs for people with disabilities	2	0.5 %
Summer camps	3	0.7 %
Cultural events & programs	27	6.7 %
City special events	45	11.2 %
Concerts and/or performing arts	14	3.5 %
Outdoor fairs & festivals	16	4.0 %
Athletic special events, i.e. foot races, etc.	5	1.2 %
None chosen	213	53.0 %
Total	402	100.0 %

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Sugar Land Parks and Recreation Department facilities?

Q12. 2nd choice	Number	Percent
Youth learn to swim programs	3	0.7 %
Water fitness programs	2	0.5 %
Tennis lessons & leagues	1	0.2 %
Youth athletic leagues (recreation)	4	1.0 %
Youth athletic leagues (competitive)	2	0.5 %
Programs for teens	2	0.5 %
Youth art, dance, performing arts	1	0.2 %
Adult art, dance, performing arts	3	0.7 %
Adult fitness & wellness programs	3	0.7 %
Adult leisure learning programs	6	1.5 %
Senior fitness & wellness programs	7	1.7 %
Senior leisure learning programs	8	2.0 %
Programs for people with disabilities	1	0.2 %
Cultural events & programs	19	4.7 %
City special events	24	6.0 %
Concerts and/or performing arts	24	6.0 %
Outdoor fairs & festivals	29	7.2 %
Athletic special events, i.e. foot races, etc.	2	0.5 %
Nature education/eco-tourism	1	0.2 %
Other	1	0.2 %
None chosen	259	64.4 %
Total	402	100.0 %

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Sugar Land Parks and Recreation Department facilities?

Q12. 3rd choice	Number	Percent
Youth learn to swim programs	3	0.7 %
Adult learn to swim programs	2	0.5 %
Tennis lessons & leagues	1	0.2 %
Youth athletic leagues (competitive)	3	0.7 %
Programs for teens	1	0.2 %
Adult art, dance, performing arts	2	0.5 %
Adult fitness & wellness programs	2	0.5 %
Adult leisure learning programs	3	0.7 %
Senior fitness & wellness programs	9	2.2 %
Senior leisure learning programs	1	0.2 %
Summer camps	2	0.5 %
Cultural events & programs	21	5.2 %
City special events	19	4.7 %
Concerts and/or performing arts	18	4.5 %
Outdoor fairs & festivals	26	6.5 %
Athletic special events, i.e. foot races, etc.	3	0.7 %
Nature education/eco-tourism	3	0.7 %
None chosen	283	70.4 %
Total	402	100.0 %

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Sugar Land Parks and Recreation Department facilities?

Q12. 4th choice	Number	Percent
Youth learn to swim programs	1	0.2 %
Tennis lessons & leagues	2	0.5 %
Youth athletic leagues (recreation)	2	0.5 %
Programs for teens	3	0.7 %
Youth art, dance, performing arts	1	0.2 %
Adult fitness & wellness programs	1	0.2 %
Adult leisure learning programs	3	0.7 %
Senior leisure learning programs	6	1.5 %
Summer camps	4	1.0 %
Cultural events & programs	9	2.2 %
City special events	8	2.0 %
Concerts and/or performing arts	21	5.2 %
Outdoor fairs & festivals	22	5.5 %
Athletic special events, i.e. foot races, etc.	4	1.0 %
Nature education/eco-tourism	5	1.2 %
None chosen	310	77.1 %
Total	402	100.0 %

SUM OF TOP 4 CHOICES

Q12. Which FOUR of the programs from the list in Question 10 do you currently participate in MOST OFTEN at City of Sugar Land Parks and Recreation Department facilities? (top 4)

<u>Q12. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	11	2.7 %
Adult learn to swim programs	2	0.5 %
Water fitness programs	4	1.0 %
Tennis lessons & leagues	8	2.0 %
Youth athletic leagues (recreation)	11	2.7 %
Youth athletic leagues (competitive)	21	5.2 %
Youth fitness & wellness programs	1	0.2 %
Programs for teens	7	1.7 %
Youth art, dance, performing arts	2	0.5 %
Adult art, dance, performing arts	7	1.7 %
Adult fitness & wellness programs	24	6.0 %
Adult leisure learning programs	15	3.7 %
Senior fitness & wellness programs	30	7.5 %
Senior leisure learning programs	22	5.5 %
Programs for people with disabilities	3	0.7 %
Summer camps	9	2.2 %
Cultural events & programs	76	18.9 %
City special events	96	23.9 %
Concerts and/or performing arts	77	19.2 %
Outdoor fairs & festivals	93	23.1 %
Athletic special events, i.e. foot races, etc.	14	3.5 %
Nature education/eco-tourism	9	2.2 %
Other	1	0.2 %
None chosen	213	53.0 %
Total	756	

Q13. Following is a list of actions that the City of Sugar Land Parks and Recreation can take. For each potential action, please indicate how important you believe it would be for the City to take the action.

(N=402)

	Very Important	Somewhat Important	Not Sure	Not Important
Q13-1. Upgrade existing neighborhood parks, playgrounds, shelters, etc.	40.5%	32.9%	19.2%	7.4%
Q13-2. Upgrade existing sports fields (soccer/cricket, baseball/softball, etc.)	15.6%	30.0%	37.1%	17.3%
Q13-3. Increase number of sports fields (soccer/cricket, baseball/softball, etc.)	11.5%	18.8%	43.3%	26.4%
Q13-4. Work to increase diversity of recreational amenities within parks	19.7%	33.3%	29.4%	17.5%
Q13-5. Work to increase diversity of rec programming/ events within parks	15.1%	29.7%	35.6%	19.6%
Q13-6. Add cardio & weight equipment to Imperial Park Rec Center	18.2%	18.7%	38.5%	24.6%
Q13-7. Expand T E Harman Senior Center	17.7%	20.0%	41.7%	20.6%
Q13-8. Develop a new senior center on south side of U S Highway 59	21.0%	20.4%	36.4%	22.1%
Q13-9. Develop a new community center for private events	13.3%	21.8%	39.3%	25.7%
Q13-10. Work to increase amount of public open space/ nature areas	35.3%	29.9%	24.6%	10.2%
Q13-11. Further develop Brazos River Park (e.g., trails/ river access/passive rec.)	33.2%	29.9%	25.0%	11.8%
Q13-12. Develop new nature education center	15.7%	23.9%	40.7%	19.7%
Q13-13. Expand adult athletic leagues	9.1%	17.1%	43.7%	30.0%
Q13-14. Expand youth recreation programs	15.1%	23.9%	37.5%	23.6%
Q13-15. Expand senior programs	16.9%	28.9%	35.7%	18.5%

Q13. Following is a list of actions that the City of Sugar Land Parks and Recreation can take. For each potential action, please indicate how important you believe it would be for the City to take the action.

	Very Important	Somewhat Important	Not Sure	Not Important
Q13-16. Build new indoor recreation spaces (2nd recreation center)	19.7%	24.4%	34.8%	21.1%
Q13-17. Develop additional walking & biking trails within parks	38.8%	28.5%	21.9%	10.8%
Q13-18. Develop better trail access to and connections between parks	35.8%	22.9%	27.4%	14.0%
Q13-19. Upgrade existing skate park	8.4%	13.5%	43.2%	34.9%
Q13-20. Provide a new public pool	13.6%	13.0%	37.3%	36.2%
Q13-21. Expand number of public art elements designed into or added to public parks	10.3%	19.0%	41.4%	29.3%
Q13-22. Take over failing businesses that provide recreation activities	20.0%	25.1%	31.3%	23.7%

Q14. Which FOUR actions from the list in Question 13 should be the HIGHEST PRIORITY for the City of Sugar Land Parks and Recreation Department?

Q14. Top choice	Number	Percent
Upgrade existing neighborhood parks, playgrounds, shelters, etc.	78	19.4 %
Upgrade existing sports fields (soccer/cricket, baseball/softball, etc.)	7	1.7 %
Increase number of sports fields (soccer/cricket, baseball/softball, etc.)	8	2.0 %
Work to increase diversity of recreational amenities within parks	10	2.5 %
Work to increase diversity of rec programming/events within parks	4	1.0 %
Add cardio & weight equipment to Imperial Park Rec Center	12	3.0 %
Expand T E Harman Senior Center	18	4.5 %
Develop a new senior center on south side of U S Highway 59	16	4.0 %
Develop a new community center for private events	7	1.7 %
Work to increase amount of public open space/nature areas	28	7.0 %
Further develop Brazos River Park (e.g., trails/river access/passive rec.)	28	7.0 %
Develop new nature education center	3	0.7 %
Expand adult athletic leagues	3	0.7 %
Expand youth recreation programs	7	1.7 %
Expand senior programs	8	2.0 %
Build new indoor recreation spaces (2nd recreation center)	8	2.0 %
Develop additional walking & biking trails within parks	28	7.0 %
Develop better trail access to and connections between parks	25	6.2 %
Upgrade existing skate park	4	1.0 %
Provide a new public pool	5	1.2 %
Expand number of public art elements designed into or added to public parks	2	0.5 %
Take over failing businesses that provide recreation activities	19	4.7 %
None chosen	74	18.4 %
Total	402	100.0 %

Q14. Which FOUR actions from the list in Question 13 should be the HIGHEST PRIORITY for the City of Sugar Land Parks and Recreation Department?

Q14. 2nd choice	Number	Percent
Upgrade existing neighborhood parks, playgrounds, shelters, etc.	24	6.0 %
Upgrade existing sports fields (soccer/cricket, baseball/softball, etc.)	19	4.7 %
Increase number of sports fields (soccer/cricket, baseball/softball, etc.)	8	2.0 %
Work to increase diversity of recreational amenities within parks	20	5.0 %
Work to increase diversity of rec programming/events within parks	8	2.0 %
Add cardio & weight equipment to Imperial Park Rec Center	8	2.0 %
Expand T E Harman Senior Center	18	4.5 %
Develop a new senior center on south side of U S Highway 59	18	4.5 %
Develop a new community center for private events	12	3.0 %
Work to increase amount of public open space/nature areas	24	6.0 %
Further develop Brazos River Park (e.g., trails/river access/passive rec.)	32	8.0 %
Develop new nature education center	8	2.0 %
Expand adult athletic leagues	2	0.5 %
Expand youth recreation programs	7	1.7 %
Expand senior programs	8	2.0 %
Build new indoor recreation spaces (2nd recreation center)	10	2.5 %
Develop additional walking & biking trails within parks	35	8.7 %
Develop better trail access to and connections between parks	31	7.7 %
Upgrade existing skate park	2	0.5 %
Provide a new public pool	7	1.7 %
Expand number of public art elements designed into or added to public parks	2	0.5 %
Take over failing businesses that provide recreation activities	6	1.5 %
None chosen	93	23.1 %
Total	402	100.0 %

Q14. Which FOUR actions from the list in Question 13 should be the HIGHEST PRIORITY for the City of Sugar Land Parks and Recreation Department?

Q14. 3rd choice	Number	Percent
Upgrade existing neighborhood parks, playgrounds, shelters, etc.	21	5.2 %
Upgrade existing sports fields (soccer/cricket, baseball/softball, etc.)	7	1.7 %
Increase number of sports fields (soccer/cricket, baseball/softball, etc.)	7	1.7 %
Work to increase diversity of recreational amenities within parks	10	2.5 %
Work to increase diversity of rec programming/events within parks	13	3.2 %
Add cardio & weight equipment to Imperial Park Rec Center	12	3.0 %
Expand T E Harman Senior Center	2	0.5 %
Develop a new senior center on south side of U S Highway 59	19	4.7 %
Develop a new community center for private events	8	2.0 %
Work to increase amount of public open space/nature areas	24	6.0 %
Further develop Brazos River Park (e.g., trails/river access/passive rec.)	37	9.2 %
Develop new nature education center	7	1.7 %
Expand adult athletic leagues	4	1.0 %
Expand youth recreation programs	8	2.0 %
Expand senior programs	21	5.2 %
Build new indoor recreation spaces (2nd recreation center)	9	2.2 %
Develop additional walking & biking trails within parks	25	6.2 %
Develop better trail access to and connections between parks	19	4.7 %
Upgrade existing skate park	3	0.7 %
Provide a new public pool	9	2.2 %
Expand number of public art elements designed into or added to public parks	6	1.5 %
Take over failing businesses that provide recreation activities	15	3.7 %
None chosen	116	28.9 %
Total	402	100.0 %

Q14. Which FOUR actions from the list in Question 13 should be the HIGHEST PRIORITY for the City of Sugar Land Parks and Recreation Department?

<u>Q14. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Upgrade existing neighborhood parks, playgrounds, shelters, etc.	24	6.0 %
Upgrade existing sports fields (soccer/cricket, baseball/softball, etc.)	5	1.2 %
Increase number of sports fields (soccer/cricket, baseball/softball, etc.)	5	1.2 %
Work to increase diversity of recreational amenities within parks	14	3.5 %
Work to increase diversity of rec programming/events within parks	6	1.5 %
Add cardio & weight equipment to Imperial Park Rec Center	6	1.5 %
Expand T E Harman Senior Center	8	2.0 %
Develop a new senior center on south side of U S Highway 59	10	2.5 %
Develop a new community center for private events	10	2.5 %
Work to increase amount of public open space/nature areas	16	4.0 %
Further develop Brazos River Park (e.g., trails/river access/passive rec.)	23	5.7 %
Develop new nature education center	12	3.0 %
Expand adult athletic leagues	5	1.2 %
Expand youth recreation programs	10	2.5 %
Expand senior programs	14	3.5 %
Build new indoor recreation spaces (2nd recreation center)	10	2.5 %
Develop additional walking & biking trails within parks	32	8.0 %
Develop better trail access to and connections between parks	13	3.2 %
Upgrade existing skate park	2	0.5 %
Provide a new public pool	7	1.7 %
Expand number of public art elements designed into or added to public parks	8	2.0 %
Take over failing businesses that provide recreation activities	19	4.7 %
<u>None chosen</u>	<u>143</u>	<u>35.6 %</u>
Total	402	100.0 %

SUM OF TOP 4 CHOICES**Q14. Which FOUR actions from the list in Question 13 should be the HIGHEST PRIORITY for the City of Sugar Land Parks and Recreation Department? (top 4)**

Q14. Sum of Top 4 Choices	Number	Percent
Upgrade existing neighborhood parks, playgrounds, shelters, etc.	147	36.6 %
Upgrade existing sports fields (soccer/cricket, baseball/softball, etc.)	38	9.5 %
Increase number of sports fields (soccer/cricket, baseball/softball, etc.)	28	7.0 %
Work to increase diversity of recreational amenities within parks	54	13.4 %
Work to increase diversity of rec programming/events within parks	31	7.7 %
Add cardio & weight equipment to Imperial Park Rec Center	38	9.5 %
Expand T E Harman Senior Center	46	11.4 %
Develop a new senior center on south side of U S Highway 59	63	15.7 %
Develop a new community center for private events	37	9.2 %
Work to increase amount of public open space/nature areas	92	22.9 %
Further develop Brazos River Park (e.g., trails/river access/passive rec.)	120	29.9 %
Develop new nature education center	30	7.5 %
Expand adult athletic leagues	14	3.5 %
Expand youth recreation programs	32	8.0 %
Expand senior programs	51	12.7 %
Build new indoor recreation spaces (2nd recreation center)	37	9.2 %
Develop additional walking & biking trails within parks	120	29.9 %
Develop better trail access to and connections between parks	88	21.9 %
Upgrade existing skate park	11	2.7 %
Provide a new public pool	28	7.0 %
Expand number of public art elements designed into or added to public parks	18	4.5 %
Take over failing businesses that provide recreation activities	59	14.7 %
None chosen	74	18.4 %
Total	1256	

Q15. The City of Sugar Land already has several large tracts of land that are located in or near sensitive natural resources and are intended to be developed with more nature-based passive recreation. These properties include Brazos River Park, Gannoway Park, and Cullinan Park. When thinking about the types of facilities/amenities that could be developed on these properties, how important are the following?

(N=402)

	Very Important	Somewhat Important	Not Sure	Not Important
Q15-1. Paved walking & biking trails within these parks	50.0%	25.3%	13.8%	10.9%
Q15-2. Natural-surface trails (e.g., dirt/decomposed granite) within these parks	54.1%	22.9%	14.7%	8.3%
Q15-3. Trail connections to these parks	43.2%	24.1%	22.0%	10.7%
Q15-4. Trail connections to regional trails	35.3%	27.4%	26.0%	11.2%
Q15-5. Canoe or kayak launch points & parking	19.5%	28.0%	34.9%	17.6%
Q15-6. Development of formal water trails	17.3%	26.1%	37.6%	19.0%
Q15-7. Trails, boardwalks and/or fishing piers on/near ponds or wetlands areas	25.0%	32.7%	28.0%	14.3%
Q15-8. Nature-based education center (including school classroom access)	21.3%	26.5%	33.3%	18.9%
Q15-9. Eco-tourism programs, activities, & tours	17.7%	27.3%	35.4%	19.6%
Q15-10. Interpretative signage & education	16.1%	28.9%	37.5%	17.5%
Q15-11. Trailheads with parking, shade, picnic areas, pavilions, & restrooms	49.5%	27.8%	13.2%	9.5%
Q15-12. Spaces for community special events	24.7%	31.2%	28.8%	15.3%
Q15-13. Other	33.3%	13.3%	33.3%	20.0%

Q15. Other

<u>Q15-13. Other</u>	<u>Number</u>	<u>Percent</u>
Bird viewing areas	1	7.7 %
Clean out Cullinar Lake	1	7.7 %
Dog Parks	1	7.7 %
Jogging trails	1	7.7 %
Natural surface trails only for walking	1	7.7 %
Outdoor fitness equipment	1	7.7 %
Protection from too much heat and insects	1	7.7 %
Quit wasting my tax dollars	1	7.7 %
Senior softball fields	1	7.7 %
Too much development encourages flooding	1	7.7 %
Trails specific to horses w/natural surfaced trails	1	7.7 %
Dedicated biking lanes	1	7.7 %
Mountain bike trails	1	7.7 %
Total	13	100.0 %

Q16. The City of Sugar Land owns a 65-acre undeveloped community park property acquired in 2012. This public property is located on the edge of the Telfair development and includes a historic prison cemetery. When thinking about the types of publicly accessible facilities and amenities that could be developed at this community park, how important are the following?

(N=402)

	Very Important	Somewhat Important	Not Sure	Not Important
Q16-1. Multi-purpose soccer & cricket fields	14.0%	24.5%	29.7%	31.9%
Q16-2. Multi-purpose lacrosse, rugby, & flag football fields	6.9%	21.6%	38.2%	33.2%
Q16-3. Sport courts (basketball)	14.8%	24.7%	32.1%	28.5%
Q16-4. Sport courts (volleyball)	11.9%	23.8%	35.2%	29.1%
Q16-5. Sport courts (tennis)	13.8%	25.4%	32.0%	28.7%
Q16-6. Unprogrammed open space fields (e.g., bocce ball; Frisbee, etc.)	15.1%	30.2%	30.4%	24.3%
Q16-7. Development of perimeter & loop trails	36.5%	25.7%	24.3%	13.5%
Q16-8. Historic cemetery protection & education	34.4%	20.0%	29.4%	16.1%
Q16-9. Physical fitness opportunities (e.g., outdoor exercise equipment)	23.6%	25.8%	28.5%	22.2%
Q16-10. Playscapes & other play amenities	22.4%	28.5%	31.2%	18.0%
Q16-11. Spray grounds & water play	22.7%	25.2%	30.2%	21.9%
Q16-12. Picnic shelters, pavilions, & restrooms	46.7%	27.0%	14.8%	11.5%
Q16-13. Pedestrian/bicycle connections to City trail system & nearby	42.3%	26.8%	18.3%	12.6%
Q16-14. Public art elements	17.5%	22.6%	34.5%	25.3%
Q16-15. Other	33.3%	8.3%	20.8%	37.5%

Q16. Other

Q16-15. Other	Number	Percent
Disc golf	1	8.3 %
Dog park	1	8.3 %
Don't see why we need more parks	1	8.3 %
Equestrian park	1	8.3 %
Indoor pool	1	8.3 %
Keep it natural for wildlife to live, greenspace	1	8.3 %
More trees, less pavement	1	8.3 %
Public art not necessary, nature is a natural act	1	8.3 %
Pickle ball	1	8.3 %
Senior softball fields	1	8.3 %
Leave it alone	1	8.3 %
Outdoor pool with swim lanes	1	8.3 %
Total	12	100.0 %

Q17. If an additional \$100 were available for the Parks and Recreation Department facilities, how would you allocate the funds among the categories of funding listed below?

	Mean
Q17. Enhanced/maintenance of existing outdoor parks, playgrounds, & athletic fields	35.33
Q17. Acquisition & development of new parkland, facilities, & amenities	17.96
Q17. Construction of new outdoor athletic fields or sports courts	10.50
Q17. Expansion or new construction of indoor recreation, community, or senior facilities	16.72
Q17. Expansion of special events for residents & visitors	12.17
Q17. Expansion of recreational programming (i.e., for youth/teens or seniors/adults)	13.89
Q17. Other	8.67

Q17. Other

<u>Q17. Other</u>	<u>Number</u>	<u>Percent</u>
Add frisbee golf	1	2.8 %
Bike path/trail connections city wide	1	2.8 %
Bike paths	1	2.8 %
Bike trails that connect parks	1	2.8 %
Biking trails or paths	1	2.8 %
Biking lanes and trails	1	2.8 %
Canoe/paddle boats	1	2.8 %
Dog waste containers and bags for neighborhoods	1	2.8 %
Equestrian parks	1	2.8 %
Expedited connection of existing parks via trails	1	2.8 %
Give back to taxpayers	1	2.8 %
Improving walking/biking access to existing City resources	1	2.8 %
Increase natural park like Calinin	1	2.8 %
Indoor pool	1	2.8 %
Indoor public pool	1	2.8 %
Indoor work out area for senior citizens	1	2.8 %
Keep as much land undeveloped	1	2.8 %
Keep for reserves for future shortfalls of funding	1	2.8 %
Lap pool for residents	1	2.8 %
Litter awareness	1	2.8 %
Natural habitats for native animals and birds, greenspace	1	2.8 %
Nature base education	1	2.8 %
New and upgrade trail	1	2.8 %
New ramp at skate board park	1	2.8 %
Outdoor fitness equipment	1	2.8 %
Pay down the debt	1	2.8 %
Public art amenities	1	2.8 %
Security at dog park	1	2.8 %
System of trails/paths to connect parks	1	2.8 %
Trails with trees	1	2.8 %
Water area improvements	1	2.8 %
Bike track	1	2.8 %
Day long summer camps	1	2.8 %
More paths dedicated to foot traffic only	1	2.8 %
Plant more trees	1	2.8 %
<u>Programs in existing parks or features for birding walks, groups bike rides</u>	<u>1</u>	<u>2.8 %</u>
Total	36	100.0 %

Q18. To meet the needs of its growing population, the Parks and Recreation Department may require additional funding. How strongly would you support or oppose the City utilizing the following financing strategies to increase the amount of funding available to the parks and recreation department?

(N=402)

	Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	Don't Know
Q18-1. Increase Dept's annual budget through General Fund reallocation	26.7%	27.2%	19.9%	8.1%	9.4%	8.6%
Q18-2. Increase fees for athletic league use of City facilities	24.9%	25.7%	19.9%	8.7%	9.2%	11.5%
Q18-3. Increase fees for those who participate in recreation programming	21.4%	24.1%	21.4%	10.6%	13.0%	9.5%
Q18-4. Increase rental/membership fees for park facilities	19.0%	26.2%	22.2%	11.6%	10.3%	10.6%
Q18-5. Raise funds for new signature facilities through bond initiatives	15.1%	23.2%	21.9%	9.1%	18.8%	11.7%

WITHOUT DON'T KNOW

Q18. To meet the needs of its growing population, the Parks and Recreation Department may require additional funding. How strongly would you support or oppose the City utilizing the following financing strategies to increase the amount of funding available to the parks and recreation department? (without "don't know")

(N=402)

	Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose
Q18-1. Increase Dept's annual budget through General Fund reallocation	29.2%	29.8%	21.8%	8.9%	10.3%
Q18-2. Increase fees for athletic league use of City facilities	28.2%	29.1%	22.6%	9.8%	10.4%
Q18-3. Increase fees for those who participate in recreation programming	23.7%	26.6%	23.7%	11.7%	14.3%
Q18-4. Increase rental/membership fees for park facilities	21.3%	29.3%	24.9%	13.0%	11.5%
Q18-5. Raise funds for new signature facilities through bond initiatives	17.2%	26.3%	24.9%	10.4%	21.3%

Q19. As additional interior loop trails are developed within City parks, how important do you consider the following trail-related design elements or amenities?

(N=402)

	Very Important	Somewhat Important	Not Sure	Not Important
Q19-1. Drinking fountains	44.1%	37.1%	8.4%	10.4%
Q19-2. Access to restrooms	69.8%	24.0%	4.4%	1.8%
Q19-3. Benches, seating areas, or gathering spaces	50.6%	35.9%	9.6%	3.9%
Q19-4. Shade opportunities (e.g., trees or structures)	68.4%	22.8%	6.2%	2.6%
Q19-5. Educational, interpretative, or wayfinding signage	17.5%	42.3%	27.5%	12.7%
Q19-6. Fitness or exercise stations	15.0%	35.7%	29.4%	19.9%
Q19-7. Playgrounds or other play areas	27.4%	38.4%	22.1%	12.1%
Q19-8. Bike racks, trash & pet litter receptacles	41.2%	38.3%	15.7%	4.7%
Q19-9. Periodic patrols for safety	60.4%	26.2%	9.6%	3.9%
Q19-10. Lighting	64.5%	22.8%	8.5%	4.1%
Q19-11. Public art installations	13.0%	23.5%	31.7%	31.7%
Q19-12. Informational sign graphics	20.5%	32.8%	29.1%	17.6%
Q19-13. Other	40.9%	9.1%	31.8%	18.2%

Q19. Other

<u>Q19-13. Other</u>	<u>Number</u>	<u>Percent</u>
Careful lighting for safety but no light pollution	1	10.0 %
Cell sites (WiFi)	1	10.0 %
Crushed granite surfaces, pedestrian-only trails	1	10.0 %
Don't plant new grass/keep original, less mowing	1	10.0 %
Emergency reporting system	1	10.0 %
Equestrian trails signage	1	10.0 %
Emergency phones along trails	1	10.0 %
Traffic safety	1	10.0 %
Trailmarkers with milage	1	10.0 %
dedicated bike lane	1	10.0 %
Total	10	100.0 %

Q20. Counting yourself, how many people in your household are?

	<u>Mean</u>	<u>Sum</u>
number	3.12	1250
Under 5 years	0.13	53
5-9 years	0.14	56
10-14 years	0.13	54
15-19 years	0.23	91
20-34 years	0.60	241
35-54 years	0.78	314
55-64 years	0.63	253
65+ years	0.47	188

Q21. Approximately how many years have you lived in Sugar Land?

Q21. How many years have you lived in Sugar

<u>Land</u>	<u>Number</u>	<u>Percent</u>
Under 5	31	7.9 %
5-14	91	23.2 %
15-24	109	27.7 %
25-34	120	30.5 %
35+	42	10.7 %
Total	393	100.0 %

Q22. What is your age?

Q22. Your age

<u>Number</u>	<u>Percent</u>
18-34	81 20.1 %
35-44	74 18.4 %
45-54	79 19.7 %
55-64	86 21.4 %
65+	79 19.7 %
Not provided	3 0.7 %
Total	402 100.0 %

Q23. What is the highest level of formal education you completed?Q23. Highest level of formal education you
completed

<u>Number</u>	<u>Percent</u>
Grade school	5 1.2 %
High school	17 4.2 %
Some college	53 13.2 %
College graduate	151 37.6 %
Graduate work	21 5.2 %
Graduate degree	145 36.1 %
Not provided	10 2.5 %
Total	402 100.0 %

Q24. What is your gender?

Q24. Your gender	Number	Percent
Male	206	51.2 %
Female	196	48.8 %
Total	402	100.0 %

Q25. Which of the following best describes your race/ethnicity?

Q25. Your race	Number	Percent
Asian/Pacific Islander	150	37.3 %
American Indian/Eskimo	2	0.5 %
Black/African American	28	7.0 %
White	198	49.3 %
Hispanic, Latino, or other Spanish heritage	38	9.5 %
Other	2	0.5 %
Total	418	

Q25. Other

Q25. Other	Number	Percent
Multiracial	1	50.0 %
Latino	1	50.0 %
Total	2	100.0 %

Q26. Would you say your total annual household income is:

Q26. Your total annual household income	Number	Percent
Under \$25K	12	3.0 %
\$25K to \$49,999	14	3.5 %
\$50K to \$74,999	31	7.7 %
\$75K to \$99,999	46	11.4 %
\$100K to \$124,999	48	11.9 %
\$125K to \$149,999	49	12.2 %
\$150K to \$199,999	53	13.2 %
\$200K+	94	23.4 %
Not provided	55	13.7 %
Total	402	100.0 %

Section 5

Survey Instrument



CITY OF SUGAR LAND

August 2016

Dear Sugar Land Resident,

I am requesting your assistance and a few minutes of your time to help us make plans for the future of Sugar Land parks and recreational opportunities. You are one of a limited number of households chosen to participate in this survey. The information you provide will help guide improvements to the City's existing and future parks, trails and recreational programs to best serve the needs of our residents.

**Your response to this survey is extremely important.
Please complete and return your survey within the next two weeks.**

I realize your time is valuable. Please understand that the time you invest in this survey will help shape the vision and future of the City's parks, open spaces and recreational opportunities. We want to hear your ideas so that the City builds the facilities and makes the improvements that you and other residents want in your parks. If you would prefer to take the survey online, please visit www.SugarLandParksSurvey.org.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading firms in the field of local governmental research. Your individual responses to the survey and any contact information you provide will remain completely confidential. ETC Institute will present the results of the survey to the City Council.

If you have any questions, please contact Director of Parks and Recreation Joe Chesser at 281-275-2885 or ParkRec@SugarLandTX.gov. Thank you for helping make the City of Sugar Land the very best place to live, where quality of life counts.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joe R. Zimmerman".

Joe R. Zimmerman, Mayor
City of Sugar Land



2016 Sugar Land Parks, Recreation, & Open Space Needs Assessment Survey

The City of Sugar Land Parks and Recreation Department would like your input to help determine parks and recreation priorities for our community. This survey will take 15-20 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time.

1. In the past 12 months, have you or a member of your household used a city park, rented a recreational facility, or attended an event at a city facility?

____ (1) Yes [Please answer questions #1a-#1b] ____ (2) No [Please go to question #2]

- 1a. Which of the following Sugar Land City parks and/or recreation facilities have you or a member of your household visited in the past 12 months?

- | | | |
|-------------------------------------|------------------------------------|---|
| ____ (01) City Park | ____ (10) Lonnie Green Park | ____ (18) River Park – River Gable Park |
| ____ (02) Colony Bend Park | ____ (11) Lost Creek Park | ____ (19) River Park – Splash Pad |
| ____ (03) Covington West Park | ____ (12) Mayfield Park | ____ (20) Ron Slockett Memorial Park |
| ____ (04) Cullinan Park | ____ (13) Meadow Lake Park | ____ (21) Settlers Way Park |
| ____ (05) Duhacsek Park | ____ (14) Mesquite Park | ____ (22) Sugar Lakes Park |
| ____ (06) Eldridge Park | ____ (15) Oyster Creek Park/Trail | ____ (23) Sugar Land Memorial |
| ____ (07) First Colony Park | ____ (16) Pawm Springs Dog Park at | ____ (24) Sugar Mill Park |
| ____ (08) Highlands Park | Sugar Land Memorial Park | ____ (25) Thomas L. James Park |
| ____ (09) Imperial Park & Disc Golf | ____ (17) River Park – Park at the | ____ (26) Town Square Plaza |
| Course | Levee | |

- 1b. Using the number associated with each park above, please write in below the top three City of Sugar Land Parks and Recreation Department parks/open spaces you and members of your household have visited most often in the past 12 months.

Visit Most Often: _____ Visit 2nd Most Often: _____ Visit 3rd Most Often: _____

2. Have you or other members of your household participated in any recreation programs (e.g., youth sports camps, health and fitness classes) or special events offered by the City of Sugar Land Parks and Recreation Department during the past 12 months?

____ (1) Yes [Please answer Questions #2a, #2b & #2c] ____ (2) No [Please go to Question #3]

- 2a. Approximately how many different recreation programs (e.g., youth sports camps, health and fitness classes) offered by the City of Sugar Land Parks and Recreation Department have you or members of your household participated in over the past 12 months?

- | | | |
|--------------------------|---------------------------|------------------------------|
| ____ (1) 1 program | ____ (3) 4 to 6 programs | ____ (5) 11 or more programs |
| ____ (2) 2 to 3 programs | ____ (4) 7 to 10 programs | |

- 2b. From the following list, please check the THREE primary reasons why your household has participated in City of Sugar Land Parks and Recreation Department programs or recreation activities.

- | | |
|---|---|
| ____ (1) Quality of instructors/coaches | ____ (5) Times the program is offered |
| ____ (2) Location of the program facility | ____ (6) Friends participate in the program |
| ____ (3) Quality of the program facility | ____ (7) Dates the program is offered |
| ____ (4) Cost of program/activity | ____ (8) Other: _____ |

- 2c. Approximately how many different city special events offered by the City of Sugar Land Parks and Recreation Department have you or members of your household participated in over the past 12 months? City Special Events include: Cultural Kite Festival, Eggstravaganza, Memorial Day Ceremony, Star Spangled Spectacular, Halloween Town, Tree Lighting, NYE on the Square.

- | | | |
|-------------------|-------------------|---------------------------|
| ____ (1) 1 event | ____ (3) 3 events | ____ (5) 5 or more events |
| ____ (2) 2 events | ____ (4) 4 events | |

3. From the following list, please check ALL the organizations and facilities that you and members of your household use for parks and recreation programs and cultural facilities. (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> (01) Private schools | <input type="checkbox"/> (11) City of Houston parks |
| <input type="checkbox"/> (02) Faith based community center | <input type="checkbox"/> (12) Parks or recreation in the Cities of Richmond/Rosenberg/Missouri City/ or other abutting cities |
| <input type="checkbox"/> (03) Private youth sports leagues | <input type="checkbox"/> (13) Homeowners association park and recreation |
| <input type="checkbox"/> (04) YMCA | <input type="checkbox"/> (14) T.E. Harman Senior Center |
| <input type="checkbox"/> (05) Fort Bend Independent School District (FBISD) | <input type="checkbox"/> (15) Imperial Recreation Center |
| <input type="checkbox"/> (06) City of Sugar Land Parks and Recreation Dept. | <input type="checkbox"/> (16) Houston Museum of Natural Science in Sugar Land |
| <input type="checkbox"/> (07) City programmed special events | <input type="checkbox"/> (17) Other: _____ |
| <input type="checkbox"/> (08) Cultural/arts facilities | <input type="checkbox"/> (18) None; do not use any organizations |
| <input type="checkbox"/> (09) Fort Bend County parks | |
| <input type="checkbox"/> (10) Private clubs (tennis, health & fitness) | |

4. For each of the age groups shown below, please indicate which TWO organizations and facilities listed in Question 3 you and your household USE THE MOST for parks and recreation programs and services: [Use the corresponding numbers for each organization and facility in Question 3. If you have no one in your household in one of the age categories, write the word "NONE" in the appropriate spaces listed below.]

	Use Most	Use 2 nd Most
Ages 0 to 11 years:	_____	_____
Ages 12 - 17 years:	_____	_____
Ages 18 - 54 years:	_____	_____
Ages 55 years and older:	_____	_____

5. From the following list, please CHECK ALL the reasons that PREVENT you or other members of your household from using the City of Sugar Land Parks and Recreation Department outdoor parks, indoor recreation centers, and programs at all or more often. (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> (01) Lack of time | <input type="checkbox"/> (10) Program times are not convenient |
| <input type="checkbox"/> (02) Outdoor parks do not have adequate passive relaxation space | <input type="checkbox"/> (11) Location of programs are not convenient |
| <input type="checkbox"/> (03) Outdoor parks do not have adequate fields | <input type="checkbox"/> (12) Program fees are not reasonable |
| <input type="checkbox"/> (04) Outdoor parks are not easy to get to | <input type="checkbox"/> (13) Lack of awareness about programs |
| <input type="checkbox"/> (05) Outdoor parks lack the right kind/quality of amenities | <input type="checkbox"/> (14) Difficult to register for programs |
| <input type="checkbox"/> (06) Rec. or Senior centers are not easy to get to | <input type="checkbox"/> (15) Programs are full |
| <input type="checkbox"/> (07) Rec. or Senior center hours are not convenient | <input type="checkbox"/> (16) Use services from other providers (e.g., HOA facilities and programs) |
| <input type="checkbox"/> (08) Rec. or Senior centers lack right type/quality of equipment | <input type="checkbox"/> (17) I'm interested, but have not explored yet |
| <input type="checkbox"/> (09) Desired program(s) are not offered | <input type="checkbox"/> (18) Other: _____ |

6. In thinking about parks in Sugar Land, how would you compare them with other cities with which you are familiar? Would you say they are...

- | | | |
|--|---|---|
| <input type="checkbox"/> (1) Much Better | <input type="checkbox"/> (3) Worse | <input type="checkbox"/> (5) No opinion |
| <input type="checkbox"/> (2) Better | <input type="checkbox"/> (4) Much worse | |

6a. List the cities you are comparing with Sugar Land: _____

7. The City of Sugar Land Parks and Recreation Department is funded by various sources, including the taxes and fees you pay as a resident of Sugar Land. Based on your experience to date, would you say that for the money you pay, the services they provide are a...

- | | |
|--|---|
| <input type="checkbox"/> (1) Great value | <input type="checkbox"/> (4) Poor value |
| <input type="checkbox"/> (2) Good value | <input type="checkbox"/> (5) No opinion |
| <input type="checkbox"/> (3) Fair value | |

8. Please indicate if you or any members of your HOUSEHOLD have a need for each of the parks, trails, or recreation facilities listed below by circling the YES or NO next to the program.

If YES, please rate the following facilities on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of your household.

Type of Facility	Do You Have a Need for this Facility?		If YES You Have a Need, How Well Are Your Needs Already Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Paved walking and biking trails within parks	Yes	No	5	4	3	2	1
02. Nature trails for walking/biking within parks	Yes	No	5	4	3	2	1
03. Natural areas and wildlife habitat	Yes	No	5	4	3	2	1
04. Picnic shelters/areas	Yes	No	5	4	3	2	1
05. Shade Elements	Yes	No	5	4	3	2	1
06. Playgrounds	Yes	No	5	4	3	2	1
07. Fishing areas	Yes	No	5	4	3	2	1
08. Canoe/kayak/or other passive boating areas	Yes	No	5	4	3	2	1
09. Dog parks	Yes	No	5	4	3	2	1
10. Outdoor swimming pools	Yes	No	5	4	3	2	1
11. Spray parks	Yes	No	5	4	3	2	1
12. Outdoor tennis courts	Yes	No	5	4	3	2	1
13. Outdoor basketball courts	Yes	No	5	4	3	2	1
14. Outdoor volleyball courts	Yes	No	5	4	3	2	1
15. Unprogrammed passive recreation space	Yes	No	5	4	3	2	1
16. Unprogrammed multi-sport fields (e.g., rugby, soccer, cricket, ultimate Frisbee)	Yes	No	5	4	3	2	1
17. Youth league recreation baseball fields	Yes	No	5	4	3	2	1
18. Youth league recreation softball fields	Yes	No	5	4	3	2	1
19. Youth league recreation soccer or cricket fields	Yes	No	5	4	3	2	1
20. Youth athletic fields (competitive fields)	Yes	No	5	4	3	2	1
21. Adult soccer athletic fields (League recreation)	Yes	No	5	4	3	2	1
22. Adult softball athletic fields (League recreation)	Yes	No	5	4	3	2	1
23. Skateboard parks	Yes	No	5	4	3	2	1
24. Outdoor performance space/amphitheaters	Yes	No	5	4	3	2	1
25. Outdoor special event rental space	Yes	No	5	4	3	2	1
26. Outdoor fitness equipment	Yes	No	5	4	3	2	1
27. Indoor exercise and fitness facilities	Yes	No	5	4	3	2	1
28. Indoor gymnasiums (e.g., basketball, volleyball, large group exercise, etc.)	Yes	No	5	4	3	2	1
29. Indoor swimming pool/aquatic center	Yes	No	5	4	3	2	1
30. Community garden with rentable plots	Yes	No	5	4	3	2	1
31. Kayak/canoe rentals at Oyster Creek and Brazos River	Yes	No	5	4	3	2	1
32. Paddle boat rentals at a future lake at Brazos River Park	Yes	No	5	4	3	2	1
33. Other: _____	Yes	No	5	4	3	2	1

9. Which FOUR of the facilities from the list in Question #8 are *MOST IMPORTANT*** to your household?**
 [Using the numbers in Question #8 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

10. Please indicate if you or any members of your HOUSEHOLD have a need for each of the recreation or cultural programs listed below by circling the YES or NO next to the program.

If YES, please rate the following PROGRAMS on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of your household.

Type of Program	Do You Have a Need for this Program?		If YES You Have a Need, How Well Are Your Needs Already Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Youth learn to swim programs	Yes	No	5	4	3	2	1
02. Adult learn to swim programs	Yes	No	5	4	3	2	1
03. Water fitness programs	Yes	No	5	4	3	2	1
04. Tennis lessons and leagues	Yes	No	5	4	3	2	1
05. Youth athletic leagues (recreation)	Yes	No	5	4	3	2	1
06. Youth athletic leagues (competitive)	Yes	No	5	4	3	2	1
07. Youth fitness and wellness programs	Yes	No	5	4	3	2	1
08. Programs for teens	Yes	No	5	4	3	2	1
09. Youth art, dance, performing arts	Yes	No	5	4	3	2	1
10. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
11. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
12. Adult leisure learning programs	Yes	No	5	4	3	2	1
13. Senior fitness and wellness programs	Yes	No	5	4	3	2	1
14. Senior leisure learning programs	Yes	No	5	4	3	2	1
15. Programs for people with disabilities	Yes	No	5	4	3	2	1
16. Summer camps	Yes	No	5	4	3	2	1
17. Cultural Events and Programs	Yes	No	5	4	3	2	1
18. City Special Events	Yes	No	5	4	3	2	1
19. Concerts and/or Performing Arts	Yes	No	5	4	3	2	1
20. Outdoor Fairs and Festivals	Yes	No	5	4	3	2	1
21. Athletic special events, i.e. foot races, etc.	Yes	No	5	4	3	2	1
22. Nature education/eco-tourism	Yes	No	5	4	3	2	1
23. Other: _____	Yes	No	5	4	3	2	1

11. Which FOUR of the programs from the list in Question #10 are *MOST IMPORTANT*** to your household?** [Using the numbers in Question #10 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

12. Which FOUR of the programs from the list in Question #10 do you currently participate in *MOST OFTEN*** at City of Sugar Land Parks and Recreation Department facilities?** [Using the numbers in Question #10 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

13. Following is a list of actions that the City of Sugar Land Parks and Recreation can take. For each potential action, please indicate how important you believe it would be for the City to take the action by circling the corresponding number to the right of the action.

Actions the City Could Take:		Very Important	Somewhat Important	Not Sure	Not Important
1.	Upgrade existing neighborhood parks, playgrounds, shelters, etc.	4	3	2	1
2.	Upgrade existing sports fields (soccer/cricket, baseball/softball, etc.)	4	3	2	1
3.	Increase number of sports fields (soccer/cricket, baseball/softball, etc.)	4	3	2	1
4.	Work to increase the diversity of recreational amenities within parks	4	3	2	1
5.	Work to increase the diversity of rec. programming/events within parks	4	3	2	1
6.	Add cardio and weight equipment to the Imperial Park Rec. Center	4	3	2	1
7.	Expand the T.E. Harman Senior Center	4	3	2	1
8.	Develop a new senior center on the south side of U.S. Highway 59	4	3	2	1
9.	Develop a new community center for private events	4	3	2	1
10.	Work to increase the amount of public open space/nature areas	4	3	2	1
11.	Further develop Brazos River Park (e.g., trails/river access/passive rec.)	4	3	2	1
12.	Develop new nature education center	4	3	2	1
13.	Expand adult athletic leagues	4	3	2	1
14.	Expand youth recreation programs	4	3	2	1
15.	Expand senior programs	4	3	2	1
16.	Build new indoor recreation spaces (2 nd recreation center)	4	3	2	1
17.	Develop additional walking and biking trails within parks	4	3	2	1
18.	Develop better trail access to and connections between parks	4	3	2	1
19.	Upgrade the existing skate park	4	3	2	1
20.	Provide a new public pool	4	3	2	1
21.	Expand number of public art elements designed into or added to public parks	4	3	2	1
22.	Take over failing businesses that provide recreation activities (e.g. Ice rink, Golf Course) and incorporate them into the parks system	4	3	2	1

14. Which FOUR actions from the list in Question #13 should be the HIGHEST PRIORITY for the City of Sugar Land Parks and Recreation Department? [Using the numbers in Question #13 above, please write them below for your 1st, 2nd, 3rd and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

15. The City of Sugar Land already has several large tracts of land that are located in or near sensitive natural resources and are intended to be developed with more nature-based passive recreation. These properties include Brazos River Park, Gannoway Park, and Cullinan Park. When thinking about the types of facilities/amenities that could be developed on these properties, how important are the following?

How important are the following facilities/amenities:		Very Important	Somewhat Important	Not Sure	Not Important
1.	Paved walking and biking trails within these parks	4	3	2	1
2.	Natural-surface trails (e.g., dirt/decomposed granite) within these parks	4	3	2	1
3.	Trail connections to these parks	4	3	2	1
4.	Trail connections to regional trails	4	3	2	1
5.	Canoe or kayak launch points and parking	4	3	2	1
6.	Development of formal water trails	4	3	2	1
7.	Trails, boardwalks and/or fishing piers on/near ponds or wetlands areas.	4	3	2	1
8.	Nature-based education center (including school classroom access)	4	3	2	1
9.	Eco-tourism programs, activities, and tours	4	3	2	1
10.	Interpretative signage and education	4	3	2	1
11.	Trailheads with parking, shade, picnic areas, pavilions, and restrooms	4	3	2	1
12.	Spaces for community special events	4	3	2	1
13.	Other: _____	4	3	2	1

16. The City of Sugar Land owns a 65-acre undeveloped community park property acquired in 2012. This public property is located on the edge of the Telfair development and includes a historic prison cemetery. When thinking about the types of publicly accessible facilities and amenities that could be developed at this community park, how important are the following?

How important are the following facilities/amenities:		Very Important	Somewhat Important	Not Sure	Not Important
1.	Multi-purpose soccer and cricket fields	4	3	2	1
2.	Multi-purpose lacrosse, rugby, and flag football fields	4	3	2	1
3.	Sport courts (basketball)	4	3	2	1
4.	Sport courts (volleyball)	4	3	2	1
5.	Sport courts (tennis)	4	3	2	1
6.	Unprogrammed open space fields (e.g., bocce ball; Frisbee, etc.)	4	3	2	1
7.	Development of perimeter and loop trails	4	3	2	1
8.	Historic cemetery protection and education	4	3	2	1
9.	Physical fitness opportunities (e.g., outdoor exercise equipment)	4	3	2	1
10.	Playscapes and other play amenities	4	3	2	1
11.	Spray grounds and water play	4	3	2	1
12.	Picnic shelters, pavilions, and restrooms	4	3	2	1
13.	Pedestrian/bicycle connections to City trail system and nearby areas	4	3	2	1
14.	Public art elements	4	3	2	1
15.	Other: _____	4	3	2	1

17. If an additional \$100 were available for the Parks and Recreation Department facilities, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.]

\$_____ Enhanced/maintenance of existing outdoor parks, playgrounds, and athletic fields
 \$_____ Acquisition and development of new parkland, facilities, and amenities
 \$_____ Construction of new outdoor athletic fields or sports courts
 \$_____ Expansion or new construction of indoor recreation, community, or senior facilities
 \$_____ Expansion of special events for residents and visitors
 \$_____ Expansion of recreational programming (i.e., for youth/teens or seniors/adults)
 \$_____ Other: _____

\$100 TOTAL

- 18. To meet the needs of its growing population, the Parks and Recreation Department may require additional funding. How strongly would you support or oppose the city utilizing the following financing strategies to increase the amount of funding available to the parks and recreation department?**

How supportive are you of the following financial strategies:	Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	Don't Know
1. Increase the Dept's annual budget through General Fund reallocation	5	4	3	2	1	9
2. Increase fees for athletic league use of City facilities	5	4	3	2	1	9
3. Increase fees for those who participate in recreation programming	5	4	3	2	1	9
4. Increase rental/membership fees for park facilities	5	4	3	2	1	9
5. Raise funds for new signature facilities through bond initiatives	5	4	3	2	1	9

- 19. As additional interior loop trails are developed within City parks, how important do you consider the following trail-related design elements or amenities?**

How important are the following:	Very Important	Somewhat Important	Not Sure	Not Important
1. Drinking fountains	4	3	2	1
2. Access to restrooms	4	3	2	1
3. Benches, seating areas, or gathering spaces	4	3	2	1
4. Shade opportunities (e.g., trees or structures)	4	3	2	1
5. Educational, interpretative, or wayfinding signage	4	3	2	1
6. Fitness or exercise stations	4	3	2	1
7. Playgrounds or other play areas	4	3	2	1
8. Bike racks, trash and pet litter receptacles	4	3	2	1
9. Periodic patrols for safety	4	3	2	1
10. Lighting	4	3	2	1
11. Public art installations	4	3	2	1
12. Informational sign graphics	4	3	2	1
13. Other: _____	4	3	2	1

- 20. Counting yourself, how many people in your household are?**

Under 5 years _____ 10 - 14 years _____ 20 - 34 years _____ 55 - 64 years _____
 5 - 9 years _____ 15 - 19 years _____ 35 - 54 years _____ 65+ years _____

- 21. Approximately how many years have you lived in Sugar Land? _____**

- 22. What is your age? _____ years**

- 23. What is the highest level of formal education you completed?**

____(1) Grade School _____(3) Some college _____(5) Graduate work
 ____ (2) High School _____(4) College graduate _____(6) Graduate degree

- 24. What is your gender? ____ (1) Male ____ (2) Female**

- 25. Which of the following best describes your race/ethnicity? (Check all that apply)**

____(1) Asian/Pacific Islander _____(3) Black/African American _____(5) Hispanic, Latino, or other Spanish heritage
 ____ (2) American Indian/Eskimo _____(4) White _____(6) Other: _____

- 26. Would you say your total annual household income is:**

____(1) Under \$25,000 _____(4) \$75,000 to \$99,999 _____(7) \$150,000 to \$199,999
 ____ (2) \$25,000 to \$49,999 _____(5) \$100,000 to \$124,999 _____(8) \$200,000 or more
 ____ (3) \$50,000 to \$74,999 _____(6) \$125,000 to \$149,999

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank You.